

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor apa saja yang mempengaruhi minat mahasiswa akuntansi terhadap pemilihan karir akuntan atau non akuntan. Faktor-faktor yang mempengaruhi pemilihan karir diukur dengan variabel penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja, personalitas, kebanggaan. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada mahasiswa S-1 Akuntansi Universitas Mercu Buana Menteng. Sampel yang digunakan sebanyak 114 responden.

Hasil analisis menunjukkan bahwa penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja dan pertimbangan pasar kerja tidak memiliki pengaruh terhadap pemilihan karir akuntan atau non akuntan, tetapi variabel personalitas dan kebanggaan memiliki pengaruh terhadap pemilihan karir akuntan atau non akuntan.

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Kata kunci : minat, pemilihan karir, profesi akuntan dan non akuntan, penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja, personalitas dan kebanggaan.

ABSTRACT

This purpose of this study was to analyze factors that affect student interest in accounting for the selection of a non accountant or accountant. Factors that influence the career choice of variables measured by financial rewards, professional training, professional recognition, social values, work environment, market considerations, personalities and pride. The method of collecting data was done by surveyed respondent of University of Mercu Buana Menteng accounting student. The amount of sample were 114 respondent.

The results of the analysis showed variables of financial reward, professional training, professional recognition, social values, work environment and market considerations not influence on the selection of a career as an accountant or non accountant, but personalities and pride variables influence on the selection of a career as an accountant or non accountant.

Keywords: *interest, career selection, accounting profession and non accountant, financial reward, professional training, professional recognition, social values, work environment, market considerations, personalities and pride.*