

## **ABSTRACT**

*This study aims to analyze the factors that influence the career interests of Islamic economics students in Islamic banking institutions using the Theory Planning Behavior (TPB) and Social Cognitive Career Theory approaches. The sample in this study were 156 respondents using a purposive sampling technique. Data collection was carried out online through a questionnaire(g-form). The analytical method used is multiple linear regression. Data testing was carried out with the help of the SPSS Statistics 27.*

*The results of the analysis show that the variables of self-efficacy, subjective norms, and religiosity have a positive and significant influence on the career interests of Islamic economics students, while the variables of Islamic economics literacy and outcome expectation have no significant effect on the career interests of Islamic economics students. These five variables simultaneously have a fairly strong influence as indicated by a coefficient of determination of 59%.*

*Keyword : Islamic economics literacy, self-efficacy, outcome expectation, subjective norms, and religiosity*