

ABSTRACT

This study aims to empirically examine the relationship between intrinsic motivation, extrinsic motivation, influence of third parties, career exposure, and social values towards the career path of Semarang City accounting students at 2019.

The population in this study is accounting students in 2016 and 2017 UNDIP, UNNES, UNIKA, UDINUS, UNISSULA, USM in 2019. In this study, researcher uses primary data for research and data were collected using questionnaire survey. The final number of samples obtained was 181 respondents. This research uses purposive sampling and uses analysis models multiple linear regression.

The results of this study indicate that intrinsic motivation, motivation extrinsic, career exposure, and social values influence the career paths accounting student. While third parties do not affect the career path in accounting students.

Keywords: career path, intrinsic motivation, extrinsic motivation, influence of third parties, career exposure, social values.