

ABSTRACT

The purpose of this research is to analyze the factors that influence personal accounting student interests toward career choice as accounting profession. Factors affecting the selection of career is measured by the academic performance variables, personality type, student's perception towards the accountant profession, emotional intelligence and spiritual intelligence.

The sample in this research uses purposive sampling method. The sample in this research is 106 last-year students of accounting undergraduate students of Diponegoro University. This study used logistic regression analysis and chi-square analysis.

The results of the analysis showed variable performance of academic, student perception towards the Organization of the profession of accountant and emotional intelligence has significant effects against the selection of a career as an accountant or non-accountant, but variable intelligence spiritual shows these variables do not have significant influence towards the election of accountant career or non-accountant. While the personality type variable has a significant relationship towards the election of a career as an accountant or non-accountant,

Key words: career interests, accounting profession, MBTI personality types, students' perception, quotient