

TABLE OF CONTENTS

THESIS APPROVAL	II
SUBMISSION	III
DECLARATION OF ORIGINALITY	IV
ABSTRACT	V
ABSTRAK.....	VI
ACKNOWLEDGEMENT	VIII
TABLE OF CONTENTS	X
TABLE OF TABLE.....	XIII
TABLE OF FIGURE	XV
TABLE OF APPENDIX	XVI
CHAPTER I.....	1
1.1 BACKGROUND PROBLEM.....	1
1.2 RESEARCH PROBLEM	8
1.3 RESEARCH PURPOSE	8
1.4 RESEARCH CONTRIBUTION.....	9
1.5 OUTLINE OF THE RESEARCH.....	9
CHAPTER II	11
2.1 THEORETICAL FOUNDATION.....	11
2.1.1 <i>The Attribution Theory</i>	11
2.1.2 <i>Multiple Intelligence Theory</i>	13
2.1.3 <i>Stereotypes an accountant</i>	14
2.1.4 <i>The perception toward the Accounting Profession</i>	16

2.1.5 <i>Personality types</i>	18
2.1.6 <i>Emotional Quotient</i>	22
2.1.7 <i>Spiritual Quotient</i>	24
2.1.8 <i>Accounting Student Career Interests</i>	25
2.1.9 <i>The Accounting Profession</i>	26
2.1.10 <i>Non Accounting Profession</i>	32
2.2 PREVIOUS RESEARCH.....	33
2.3 RESEARCH FRAMEWORK.....	36
2.4 HYPOTHESES	40
CHAPTER III.....	45
3.1 RESEARCH VARIABLES	45
3.2 OPERATIONAL DEFINITIONS OF VARIABLES	45
3.3 POPULATION AND SAMPLE.....	50
3.4 THE TYPES AND SOURCES OF DATA	51
3.5 DATA COLLECTION METHODS	51
3.6 ANALYSIS METHOD	53
CHAPTER IV	56
4.1 THE DESCRIPTION OF THE OBJECT OF RESEARCH.....	56
4.2 THE DESCRIPTION OF THE VARIABLE RESEARCH	57
4.3 QUALITY DATA ANALYSIS.....	61
4.3.1 <i>Test Reliability</i>	61
4.3.2 <i>Test Validity</i>	62
4.4 HYPOTHESIS ANALYSIS.....	64

4.4.1 Logistic regression prerequisites Test.....	65
4.4.2 Cross Tabulation and Chi-Square	69
4.5 DISCUSSION.....	73
CHAPTER V.....	80
5.1 CONCLUSION	80
5.2 THE LIMITATION	80
5.3 SUGGESTION.....	82
REFERENCE.....	83