

## **ABSTRACT**

*This research aim to identify the perception of accounting students about the factors which differentiate of career selection as a accountan, public accountants, government accountants, private accountants, teachers accountants and . non-accountants The factors used a variable salary, professional training, professional recognition, social values, work environment, consideration of labor market need, personality and pride.*

*The data was collect from surveyed respondents methods at several campuses in Semarang City ( UNDIP, UNIKA, UNNES, UDINUS, and STIE Bank BPD Jateng). Theamount of accounting students were 150 respondents. This research use SPSS version 20 and data analysis by ANOVA and Kruskal Wallis.*

*The result shows that the difference of student's perception about factors which influencing career choice are financial reward, professional training, professional confession, social values, work environment, personality. Meanwhile there is no differences perception of consideration of labor market need and pride factor among students.*

*Key word: perception, career choice, salary, professional training, professional confession, social values, work environment, consideration of labor market need, personality and pride.*