

ABSTRACT

This research aims to find out empirical evidence on the effect of job expectation referents, personality, and social values to the accounting students interest in career choice. This research is a replication of a combine study which was conducted by Merdekawati and Sulistyawati (2011) and Hutaibat (2012), with the difference variable, sample, and methods of analysis. This difference occurs because of differences in data sources of variables, this study used primary data was taken from 4 colleges in Semarang where 2 of them are state university and 2 other are private university, while the previous research which was conducted by Merdekawati and Sulistyawati (2011) used primary data was taken from 6 colleges which all of the colleges are private university and by Hutaibat (2010) the data source was taken from 1 university in Jordan. The Replicant in this research aims to know whether the differences in the data source will affect in the result of the research.

The sample used in this research are 100 students from the sixth and eighth semester. The data analysis in this research used multiple regression analysis with SPSS version 17. The data was collected by distributing questionnaires to the respondents directly.

The result of this analysis showed that partial or simultaneous variable job expectation, referents, personality, and social values have positive effect to accounting students interest on career choice. The findings also showed that nowadays the accounting students on choosing their career not only look at the personality but also from social values.

Keywords: career choice of accounting students, students interest, job expectation, referents, personality, social values.