

ABSTRACT

The purpose of this study was to analyze the factors that affect student interest in accounting for the selection of a non accountant or accountant. Factors that influence the career choice of variables measured by financial rewards, professional training, professional recognition, social values, work environment, market considerations and personalities.

The sample used in this research were obtained from 163 respondents sampled several universities in Semarang (UNDIP, UNNES, UNISSULA, UNIKA). The results of the analysis showed variable rewards financially, professional training, professional recognition, social values and market considerations have a significant influence on the selection of a career as an accountant or a non-accountant, but the work environment and personality variables analysis results showed these variables have no effect significantly to the selection or non-accountant accounting career.

Keywords: interest, career choice, professional accountants and non-accountants, financial award, professional training, professional recognition, social values, social environment, market considerations and personalities.