

ABSTRACT

This research aim to identify the perception of accounting students about the factors which differentiate of career selection as a accountant, public accountants, government accountants, private accountants and teachers accountants. The factors used as variabel is salary, professional training, professional confession, social values, work environment, consideration of labor market need and gender.

The data was collect from surveyed respondents with interview methods at several campuses in Semarang City (UNDIP, UNIKA, UNNES, UNISSULA, UDINUS, UNISBANK, STIE TOTALWin serta PPA UNDIP). The amount of accounting students were 440 respondents. This research use SPSS version 17 and data analysis by 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, consideration of labor market need. There is no differences perception of work enviroment and gender factor. Key word: career choice, salary, professional training, professional confession, social values, work environment, consideration of labor market need and personality.

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