

ABSTRACT

The aim of this research is to identify the perception of accounting students about the factors which differentiate of career selection. In this research, the student's perception is measured by financial reward, professional training, professional confession, social values, work environment, consideration of labor market need and personality.

The method of collecting data was done by surveyed respondent of Diponegoro University and Unika Soegijapranata University accounting student. The amount of sample were 95 respondent. Data analysis of this research using one way anova method with SPSS.

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, consideration of labor market need. Meanwhile there is no differences perception of personality factor among students. From the results of this study can provide added value in improving the quality of teaching so that adds to the quality of graduates as intellectual workers are ready to use in accordance with market needs, and helped load the curriculum in the education system of accounting that are relevant in the current world of work

Key word: career choice, public accountant, company accountant, accounting educators, government accountants.