

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 and Unika Soegijapranata University accounting student. The amount of sample were 96 respondent. Data analysis of this research using one way anova method with SPSS version 17.

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.

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