

ABSTRACT

This study aims to analyze the factors influencing undergraduate students intention to enroll into sharia accounting elective course. Based on the theories that used in this paper, theory of reasoned action (TRA) that recognized by Fishbein and Ajzen (1975) and updated D&M information system success model by DeLone dan McLean (2003), so variables that used are attitude, subjective norm, intention to enroll, and amount of information in sharia accounting.

Analytical instrument to examine the hypotheses and validity of this study is Stuctural Equation Model (SEM) from AMOS 16.0. Whereas, the software that be used in this study for descriptive statistic and reliability analysis is SPSS 16.0, with notice means and standard deviation for statistic descriptive and cronbach alpha value to determine reliability.

The results are attitude, subjective norm, subjective norm mediated by attitude, and amount of information in sharia accounting mediated by subjective norm have positively impact to intention to enroll. Whereas hypotheses 4 and 5 are rejected, those mean that amount of information in sharia accounting do not have positively impact to intention to enroll and amount of information in sharia accounting do not have positively impact to attitude, in turn, do not affecting intention to enroll in sharia accounting course.

Keywords: sharia accounting, intention to enroll, attitude, subjective norm, amount of information in sharia accounting