

ABSTRACT

The purpose of this study is to investigate and analyze factors influencing accounting students in the career selection (public accounting or non-public accounting). Factors influencing the selection of career are measured by variable financial rewards, profesional training, profesional recognition, social values, work environment, labor market consideration, personality and act of gender.

The sample used in this research are 120 respondents. The sample are collected from UNDIP, UNNES, UNISULA, and UNIKA. To anaylze the hypothesis, this research used logistic regression. The results show that financial reward, profesional training, profesional recognition, labor market consideration, and act of gender varriables have significant effect on career selection to become public accountants or non-public accountants, however social values, work environment and personality variables do not have significant effect on career selection to become public accountants or non public accountants.

Keywords: career selection, public accounting, non public accounting profession, financial reward, profesional training, profesional recognition, social values, work environment, labor market considerations, personality and act of gender.