

ABSTRACT

ANALYSIS OF FACTORS WHICH DIFFERENTIATE STUDENTS S1 ACCOUNTING IN CAREER CHOICE OF ACCOUNTANTS (STUDY SURVEY ON THE UNIVERSITY IN BANDAR LAMPUNG)

By

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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 Lampung of University, Bandar Lampung of University and Malahayati of University accounting student. The amount of sample were 115 respondent. Data analysis of this research using one way were processed statistically by using IBM SPSS 21.

The result shows that the difference of student's about all factors which influencing career choice are financial reward, professional training, professional confession, social values, work environment, consideration of labor market need.and personality factor

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