

ABSTRACT

THE FACTORS THAT EFFECT TO DECREASE INTEREST OF ACCOUNTING STUDENT TO CHOOSE CAREER AS PUBLIC ACCOUNTANT

(Empirical Study in State and Private University in Bandar Lampung)

By

IRVIA MAISELO

The purpose of this research is to get empirical evidence about the influence of the intrinsic value of work, financial rewards factor, flexibility of career options factor, and the factor of parental influence on the decrease to accounting student interest to choose career as a public accountant.

This research is an empirical study on the State University and Private Universities in Bandar Lampung. The research used random sampling. This research used primary data that obtained from questionnaire results. Number of questionnaires that collected are 320 questionnaires. This research is examined by multiple linier regression analysis, F test, and t test by using SPSS.

Statistical test showed that parental influence factor positive significantly affect the decrease to interest of accounting student to choose career as a public accountant whereas intrinsic factors, financial, and flexibility of career options do not have affect the decrease of accounting student to choose career as a public accountant.

Keywords: Intrinsic factors, financial rewards, flexibility of career options, parental influence, interest of accounting student, and public accountant.