ANALYSIS OF FACTORS AFFECTING THE CAREER PATH OF ACCOUNTING STUDENTS OF BATAM CITY

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ABSTRACT

This study aims to determine the effect of intrinsic motivation, extrinsic motivation, influence of third parties, career exposure, opportunity costs and intention to work abroad on career selection to become an accountant. The sample of this research is accounting students who have been registered at universities in the city of Batam. Total respondents were 427 respondents from 5 universities in Batam.

This research was applied by survey method, more specifically by filling out questionnaires by Batam accounting students. Questions in the questionnaire summed up to 35 questions. The results of the data analysis explain that there are variables that have a significant positive effect and also variables that do not affect the career selection of being an accountant.

The results of this study indicate that intrinsic motivation, influence of third parties and opportunity costs have an influence on the selection of careers to become accountants, while extrinsic motivation, career exposure and intention to work abroad do not have any influence on the career selection to become an accountant.

Keywords: Career selection, accounting, accountants, accounting