

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh berbagai faktor seperti penghargaan finansial, pelatihan profesional, nilai-nilai sosial, pengakuan profesional, lingkungan kerja, pertimbangan pasar kerja, dan persepsi beban kerja terhadap karir menjadi akuntan publik di Kota Surabaya. Populasi dalam penelitian ini adalah siswa semester lima dan tujuh pada 3 perguruan tinggi negeri dan 3 perguruan tinggi swasta di Kota Surabaya. Sampel ditentukan menggunakan *random sampling*, hasil sampel sebanyak 170 responden terdiri dari 38 siswa UBAYA, 31 mahasiswa UNAIR, 30 mahasiswa UNESA, 25 mahasiswa UKP, 24 mahasiswa UKWMS, dan 22 mahasiswa UPN. Analisis data dilakukan dalam penelitian ini dengan menggunakan uji regresi logistik SPSS Versi 25.

Hasil penelitian ini menunjukkan bahwa pelatihan profesional, nilai sosial, pengakuan profesional, lingkungan kerja, dan persepsi beban kerja memiliki pengaruh yang signifikan terhadap pilihan karir Akuntan Publik, sedangkan imbalan keuangan dan pertimbangan pasar tenaga kerja tidak memiliki pengaruh yang signifikan.

Kata kunci: karier, akuntan publik, penghargaan finansial, pelatihan profesional, nilai sosial, pengakuan profesional, lingkungan kerja, pertimbangan pasar kerja, dan persepsi beban kerja

ABSTRACT

This research is purposed aim to analysis the effected by various some factors such as financial reward, professional training, social values, professional recognition, work environment, labor market consideration, and perception of workload toward career to be a Public Accountant at Surabaya. The population in this research were fifth and seventh semesters students at 3 state universities and 3 private universities in Surabaya City. The sample was determined using random sampling, the result sample of 170 respondents consists of 38 students of UBAYA, 31 students of UNAIR, 30 students of UNESA, 25 students of UKP, 24 students of UKWMS, and 22 students of UPN. The data analysis was conducted in this research by using logistic regression test of SPSS Version 25.

The results of this research indicate that professional training, social values, professional recognition, work environment, and perception of workload has the significant influence to career choice of Public Accountant, while financial rewards and labor market consideration not have the significant influences.

Keywords : career, public accountant, financial rewards, professional training, social values, professional recognition, work environment, labor market consideration, and perception of workload

