

ABSTRACT

The purpose of this study is to examine the effect of financial awards, professional training, professional recognition, social values, work environment, labor market considerations and personality on career choice by accounting students at UPN "Veteran" Yogyakarta. Retrieval of data using survey method with questionnaire technique. Respondents of this study amounted to 107 respondents. To test the quality of the data from the instruments used is done by validity test, reliability test, regression test and descriptive analysis test. The statistical test f shows that the variables of financial rewards, professional training, professional recognition, social values, work environment, labor market considerations and personality can influence career selection and are statistically significant. Testing hypotheses with t statistical tests shows that financial reward variables have a significant effect on career selection, professional training has a significant effect on career selection, professional recognition has a significant effect on career selection, social values have a significant effect on career choice, work environment has a significant effect on career choice, labor market considerations have a significant effect on career selection, and personality has a significant effect on career selection.

Keywords : *financial awards, professional training, professional recognition, social values, work environment, labor market considerations, personality, and career selection.*

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja dan personalitas terhadap pemilihan karir oleh mahasiswa akuntansi UPN “Veteran” Yogyakarta. Pengambilan data menggunakan metode survey dengan teknik kuisioner. Responden penelitian ini berjumlah 107 responden. Untuk menguji kualitas data dari instrumen yang digunakan dilakukan dengan uji validitas, uji reliabilitas, uji regresi dan uji analisis deskriptif. Uji statistik f menunjukkan bahwa variabel penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja dan personalitas mampu mempengaruhi pemilihan karir dan signifikan secara statistik. Pengujian hipotesis dengan uji statistik t menunjukkan bahwa variabel penghargaan finansial berpengaruh signifikan terhadap pemilihan karir, pelatihan profesional berpengaruh signifikan terhadap pemilihan karir, pengakuan profesional berpengaruh signifikan terhadap pemilihan karir, nilai-nilai sosial berpengaruh signifikan terhadap pemilihan karir, lingkungan kerja berpengaruh signifikan terhadap pemilihan karir, pertimbangan pasar kerja berpengaruh signifikan terhadap pemilihan karir, dan personalitas berpengaruh signifikan terhadap pemilihan karir.

Kata Kunci : penghargaan finansial, pelatihan profesional, pengakuan profesional, nilai-nilai sosial, lingkungan kerja, pertimbangan pasar kerja, personalitas, dan pemilihan karir.