

ABSTRAK

Tujuan dari penelitian ini yaitu menguji faktor-faktor yang mempengaruhi minat karir mahasiswa akuntansi sebagai akuntan, dan meneliti lebih dalam pengaruh faktor pengalaman magang karena masih jarang dikaji. Data dikumpulkan melalui survei kuesioner yang melibatkan mahasiswa strata-1 jurusan akuntansi dari tiga universitas di Jabodetabek. Data terkumpul dianalisis menggunakan metode regresi berganda dengan metode SEM. Secara total, tiga faktor ditemukan mempengaruhi minat karir mahasiswa. Pertama, pengalaman magang berpengaruh negatif. Kedua, motivasi intrinsik adalah elemen signifikan dari minat karir. Terakhir, norma subjektif juga mempunyai dampak positif pada minat karir mahasiswa. Namun, sampel penelitian hanya dari beberapa universitas sehingga perlu memperluas jangkauan sampel. Penggunaan pertanyaan tertutup pada kuesioner juga membatasi kedalaman analisis. Temuan dari penelitian ini menunjukkan bahwa lembaga pendidikan harus mengarahkan upaya mereka untuk meningkatkan motivasi intrinsik mahasiswa terhadap karir akuntan. Suasana tempat magang dan rekan kerja juga perlu diperhatikan agar mahasiswa merasa nyaman.

Kata kunci: Akuntansi, Magang, Minat, Motivasi Intrinsik, Norma Subjektif

ABSTRACT

The objective of this study is to investigate factors that influence accounting students' career intentions as accountants, and examine more deeply the influence of the internship experience factor because it is still rarely studied. Data were collected by a questionnaire involving undergraduate accounting students from three universities located in Greater Jakarta in Indonesia. The gathered data were analyzed using multiple regression methods by SEM. In total, three factors were found to be influencing students' career intentions. First, the influence of internship experience was negative. Second, intrinsic interest is an important element of career intentions. Last, subjective norms also had a positive effect on students' career intentions. However, the sample of this study only from a few universities, therefore it is suggested to enlarge the sample range. The use of closed questions in questionnaires also limits the depth of analysis. The discoveries from this study suggest that educational institutions should direct their efforts to improve students' intrinsic interest towards a career as an accountant. The internship's environment and supportive colleagues also needs to be considered so students feel pleasant.

Keywords: Accounting, Internship, Intention, Intrinsic Interest, Subjective Norms