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The Effect of Self Efficacy, Job Market Considerations, and Financial Rewards on Accounting Students Interest in Choosing A Career as A Tax Consultant (Case Study on Students of Wijaya Kusuma University Surabaya)

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The purpose of this study is to determine the effect of self-efficacy, job market considerations, and financial rewards on the interest of accounting students in choosing a career as a tax consultant. This type of research is a case study using primary data. The population of this study is students of Accounting Program S1, Wijaya Kusuma University Surabaya. Determination of the sample using the Slovin formula with the number of respondents 105 students. Data analysis techniques are carried out using multiple linear regression analysis with the help of SPSS 25. Based on the results of research that has been conducted shows that simultaneously the variables of self-efficacy, labor market considerations, and financial rewards have a positive effect together on the interest of accounting students in choosing a career as a tax consultant. Partial testing showed that only the variables of job market considerations and financial rewards had an effect on the interest of accounting students in choosing a career as a tax consultant, while for the self-efficacy variable showed no effect on the interest of accounting students in choosing a career as a tax consultant.

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CERTIFICATE OF APPRECIATION

This is to certify that:

EVA DATUL MASWUVAH

Presenter

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