ACCOUNTING STUDENTS' PERCEPTION ANALYSIS ON FACTORS INFLUENCING CAREER SELECTION

(A CASE STUDY IN FACULTY OF ECONOMICS AND BUSSINESS UNIVERSITY OF BRAWIJAYA).

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ABSTRACT

The purpose of this study is to determine factors influencing career selection of the student to be public accountant or non-public accountant (accountant's educators, internal accountant and government accountants). The influencing factors include financial rewards, professional recognition, social values, labor market considerations and intrinsic value of job. The object in this study is 46 Accounting students in Faculty of Economics and Business Brawijaya University from batch 2012 to 2016. The sample selection uses proportionated sampling based on the variety degree. The data analysis uses multiple regression tests to test independent variable and dependent variable. The results of this study indicate that there is no influenceonthe career selection from four variables which arefinancial reward, professional recognition, social values, labor market considerations, while the intrinsic score of the selection career as publicaccountant or non-public accountantis insignificant.

Keywords: financial rewards, professional recognition, social values, labor market considerations, intrinsic value of job

A. INTRODUCTION
1.1 Background

In today's economic conditions, the unemployment rate in Indonesia is significant. It is because the number of a graduate cannot compete with employment vacancy and most of them doesnot have career fitting personality. Therefore, it is important that the student to prepare themselves for having skill and knowledge about the career chosen in the future.

Selection of career is one of important decisions in life. It is important, because people who took wrong decision of their career will feel uncomfortable, forced on doing their job and, of course, influence their job performance (Alwi, 2006).

A lot of jobs are available for accounting student. Accounting students could choose public accountant as a career because their education background is accounting. It is useful because in the current condition, business practices demand bachelor that is suitable with conditions of the company.These facts make the students to have ideal criteria for career.

This research intends to explore factors influences students in choosing a profession. Those factors, for example are financial rewards, recognition of professional, job market considerations, social value, and intrinsic value of Job.

1.2 Research Question

The research questions of this study are formulated to reveal the Faculty of Economic and Business Brawijaya University students' reason to choose career. The research questions are:

1. Do financial rewards, recognition of professional, labor market considera-tions, social value, and intrinsic value of job affect the choice of career?
2. Among financial rewards, recognition of professional, labor market considerations, social value, andintrinsic value of job, which factors influencessimultaneously in choosing career?

1.3 Research Objectives

Based on the research problem formulation above, the objectives of this research are:

1. To examine and obtain empirical evidence whether financial rewards, professional recognition, labor market considerations, social value, and intrinsic value of job affect the choice of a career.
2. To know whether there is any different perception between financial rewards, professional recognition, labor market considerations, social value, and intrinsicvalue of a job after finding out about the career using this theory.

B. LITERATURE REVIEW
2.1 Typology Theory

The theory is based on interaction between internal and external factor including parents and friends. The researcher uses this theory because if the career choice is matched with the situation, the individual would determine career easily.

This theory also helps individual to determine career based on the personality. (Holland, 1959) said that every individual has a different skill and interest. It is called by (*personality-job fit theory*). Furthermore, this theory has a comprehensive framework because it reveals the whole

individual personality related to carrier.

2.2 Definition of Career

Whether and Davis (1996) defined career as a job owned by a person throughout his work life. According to Sutrisno(2009:166) career is to give certainty for individual in the scope of organization. In sum, a career is a calling for people who want to applied job that needs and try to qualify himself for proper performance during his lifetime.

2.3. Accounting Profession

According to Amir Abadi Yusuf (2003) *" public accounting is a profession which comprises of a foundation of public trust. Thus, in carrying out its duties accountant should be for the public interest, the government and the business world."*

According to Muhammad (2002:10),*" the primary purpose of accounting is to carry out the periodic calculation between cost (effort) and results (achievements)".*

2.4. Public Accountant

Public accountant profession is the work done by accounting as the financial report audit and consulting in the areas of finance including auditing, accounting, tax,and management consulting (Aprilyan, 2011).

So, public accountant is resource of reference for financial statement including assets, liability, and economical benefit (Warren, 2005).

2.5 Internal accountant

According toMulyadi (1992: 29) the Internal Accountant is:*"Accountant working in the company (private companies) that has a main task to determine whether the policies and procedures established by top management has been complied with,*

determine whether or not the preservation of the wealth of the organization, determine the efficiency and effectiveness of the procedures the organization's activities, as well as determine the reliability information generated by the various parts of the organization."
It is for helping the internal users to read financial statement and making decisions.

2.6. Accountant Educations

Basically,it is an educator who teaches accounting and prepares a curriculum in accounting (Soemarso, 2004). Accounting educators should cultivate knowledge to the students. It is important because without accountant educators, there will be no new accountant.

2.7 Accountant Government

Government accountant is an accountant who works in government agency, (Baswir 2000:7). The purpose of the government according to (Bachtiar, 2002), is for accountability, managerial and control.

2.8.Theoretical Framework and Hypothesis Development

Table 1. Conceptual Framework

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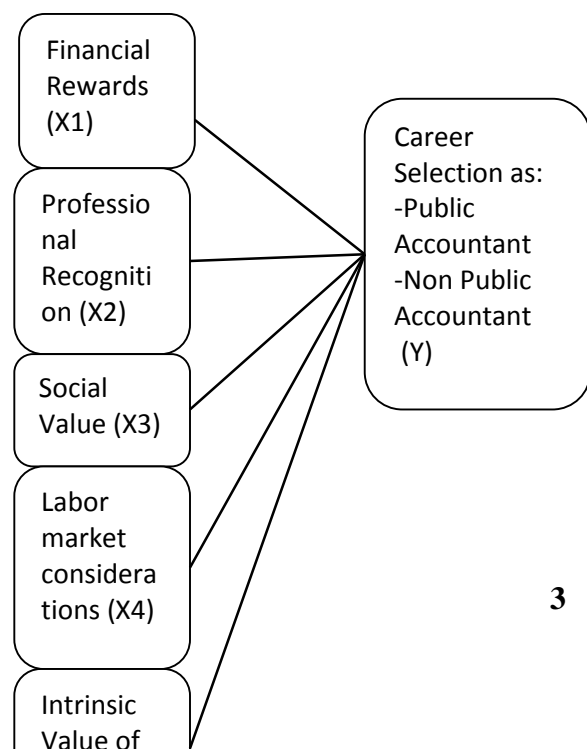
2.8.1. Financial Rewards

According to Kadarisman(2012), salary is a retribution given to an employee on a periodic basis (usually once a month).

The salary could be an instrument to motivate the employees to work effectively and reduce the turnover. The modern companies, nowadays, associate salaries with the employee's performance.

H1: financial rewards give positive effect on the selection of a career as a public accountant and non-public accountant.

2.8.2. Professional Recognition

According to (Stolle, 1976), professional recognition is feedback from colleagues and supervisors for achievement during this performance by the employees. According to (Maryoto,1994), recognition of employees is useful to improve performance and to strengthen teamwork.

H2: Professional recognition gives positive effect on the selection of a career as public accountant or non-public accountant.

2.8.3. Social Value

According to (Wijayanti, 2001), social value is how a person shows the ability in the community. This is important because a career of accountant is a job with a good reputation, according to (Lee, 1970), will influence reputation of employee itself and the view of society.

H3: Social value will give positive effect on career choice as a public accountant or non-accountant public.

2.8.4 Considerations of the Labor Market

Consideration of the labor market is related with how convenience it is to access job as well as guarantee of job and business connection (Damayanti, 2005).

Briefly, the companies have a broad labor market which will make it easier for their employees.

H4: Labor market considerations give positive effect on career choice as a public accountant or non-public accountant.

2.8.5. Intrinsic Value of Job

The intrinsic value of a person's underlining with personal goals includes physic and spiritual with the aim to fulfill the necessities of life, for example knowledge, love, friendship, and etc., (Mangunhardjana, 1997). The aim of intrinsic value of job is to generate satisfaction over the achievement.

H5: The intrinsic value of job will be give positive effect on career choice as public accountant and non-public accountant.

C. RESEARCH METHOD
3.1 Research Type

This study is a quantitative approach which emphasizes on the analysis of the numerical data about the behavior mixed with statistical methods (Azwar, 2010). The design used this study is using research study and correlation because this study measure more two variables.

3.2 Population and Sample

Population of this study is accounting student in Economic and Business Faculty Brawijaya University because based on the researcher's survey conducted before, the university has the best accounting students graduated in Malang. This is

evidenced by the accreditation of the (BadanAkreditasiNasional 2004).

The sample is taken using stratified sampling or probability sampling. (Sugiyono, 2010) defines proportional sampling as a data collection and cross-sectional techniques based on sources that has been considered previously.

3.3 Data Collection Method

The data used in this study obtained from the primary data sources. (Uma Sekaran, 2006) said that data is obtained by researchers directly (from the first hand).

In this study, the researcher uses questionnaire as a tool for data collection. Researcher uses mail questionnaire and personally administered to the respondent.

3.4 Operational Definition of Variables

The independent variables (X) is factors influenced choice of career, and dependent variable is public accountant and non-public accountant (Y).

3.5 Data Analysis

The study used multiple regression method is to examine two or more interrelated variables (Hidayat, 2007). The multiple regression method is a method of connecting between the two variables that aims to create a new variable (Sugiyono, 2014).
The formula is listed below:

Table 2. Multiple Regression

$$y = a + x_1 + x_2 + x_3 + x_4 + x_5$$

Y	=	Career Selection (Public accountant or Non-public accountant)
a	=	Constanta
$X_1 - X_5$	=	Free variable
e	=	Error

3.5.1 Data Quality Test

1. The data validity is calculated from the correlation between the scores of each question with a total score of any kind of variables (Ghozali, 2005). Validity testing can be obtained by looking at the value of Corrected Item Total Correlation with the following criteria:
   - If the value $> 0,05$, the statement is valid.
   - If the value $< 0,05$, the statement is invalid.
2. Reliability test is to see how far the respondent consistency in providing answers that has been given. Consistency is an answer that would affect greatly a variable studied. The criteria used (Ghozali, 2001) include:
   - If the value of Cronbach Alpha> 0.60, the question measuring to quantify variables observed is "Reliable".
   - If the value of Cronbach Alpha < 0.60, the question measuring to quantify variables observed is "Unreliable".
3. Classic Assumption Test
   Multicollinearity Test
   According to (Sunyoto, 2011), this testing is conducted to find correlation between independent variables in multiple regression models. This can be done by looking at the value of tolerance "on the tables" using the following criteria:

• If the variance inflated factor (VIF) tolerance is > or greater than 10 then, it means there is correlation between the variables multicollinearity.
• If the variance inflated factor (VIF) of the tolerance <, or lower than 10, it means there is no correlation between the variables multicollinearity.

4. T test

T test basically shows how far the influence of one independent variable is. The basic decision making:

a. If the probability (not significance) is > 0.05 ( ) or T calculate > T table means that the hypothesis is not proven then H0 is accepted and Ha is rejected, when the test is done partially.

b. If the probability (of significance) is < 0.05 ( ) or T calculate < T table means the hypothesis is proved, then H0 is rejected and the Ha is received, when the test is done partially.

5. F Test

The F-test is used to determine whether the independent variables simultaneously affect significantly to the dependent variable. The basic decision making:

a. If the probability (not significance) is > 0.05 ( ) or F calculate > F the table means that hypothesis H0 is accepted then the Ha is rejected when it is done simultaneously.

b. If the probability (of significance) is < 0.05 ( ) or F calculate > F table means the hypothesis H0 is rejected and Ha is accepted when it is done simultaneously.

c. Coefficient Determination
Coefficient determination (R2) is used to measure how far the ability of models in varying the independent variables (Kuncoro, 2004).

D. FINDINGS AND DISCUSSIONS
4.1 Data Description

The subject of the research is accounting students in Faculty of Economics and Business consisting of 22 male students and 24 female students in year 2016-2017.

The male respondent is twenty two person or 48%, while the female respondent is twenty four people or 52%. The respondents are from batch 2012 until 2016.

The 2012 batch is 9 people who fill out the questionnaire, then from the 2013 is 18 persons, the 2014 is 2 persons, from 2015 is 4 persons and the 2016 is 3 persons.The sample is taken because adolescent ranging 15-20 years have a duty to plan and choose of the career for the next step based on the interest and skill that has been owned (Dahlan, 2004:83).

Most respondents choose public accountant career by 33 respondents or 72%, while the non-public is 13 respondents or 28%. It is because the public accountant will give certain income and work security as accountant.

The table below shows the composition of the respondents:

Table 3. Data Description

Information	Total	Percentage
Gender:		
Male	22	48%
Female	24	52%

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Degree:		
2012	9	25%
2013	18	50%
2014	2	5.6%
2015	4	11.1%
2016	3	8.3%
Career:		
Public accountant	33	72%
Non- publicac-countant	13	28%

4.2 Data Quality Test

a. Validity Test
1) Financial Rewards (X1)

In the 5 questions on variable financial rewards showed that the value of the correlation of product moment or r_{count} for eachitems of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable aboveis proven.

2) Professional Recognition (X2)

In the 5 items of the variable professional recognition showed that the value of the correlation of product moment or r_{count} for each items of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable above are proven.

3) Social Value (X3)

In the 5 items of the variable social value showed that the value of the correlation of product moment or r_{count} for each items of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable above is proven.

4) Considerations of Labor Market (X4)

In the 5 items the variable of considerations of labor market showed that the value of the correlation of product moment or r_{count} for each items of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable above is proven.

5) Intrinsic Value of Job (X5)

In the 4 items the variable of intrinsic value of job showed that the value of the correlation of product moment or r_{count} for each items of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable above is proven.

6) Career Selection (Y)

In the 5 items the variable of dependent variable showed that the value of the correlation of product moment or r_{count} for each items of the question is greater than the value of the r_{table} of 0.308, so the validity of data in the variable above is proven.

b. Reliability Test

In the 5 variables including financial rewards, professional recognition, social value, considerations of labor market, intrinsic value of job and career selection data showed that the whole questions of indicator of variable are reliable. In this matter, it has been proved with CA count > CA table.

4.3 Classic Assumption Test
- **Multicollinearity Test**

The results of the tolerance calculation also show that there is no independent variables that have a tolerance less than 10. It can be assumed that the value of the VIF X1 is 1,976 (Financial Rewards), X2 is 3,328 of (variable professional recognition), X3 1,876, X4 1,770 and X5 of 1,370. Therefore, it can be concluded that the independent variable is free from the classical multicollinearity assumption.

4.4 T Test

Based on the results of multiple regression analysis previously, the regression equation can be described as follows:

SC 11,702 =   -,179 (FR) +,103 (PR) - ,133 (SV) + 0,148(CLM) - 0,608 (IV)

The equation indicates if the entire free variables are considered constant, then the selection of the career become a public accounting as a career selection will be reduced.

a. Financial Rewards of variable (X1) has a t count with a probability of 0.277. Thus, H1 is rejected, meaning that there is no effect positive influence between X1 partially against the selection of career (Y).

b. Professional Recognition of variable (X2) has a t count with a probability of 0,593 that is above 0.05. Therefore, H2 is rejected, meaning that there is no effect positive influence between X2 partially against the selection of career (Y).

c. T test results above show that in the variable of social value (X3) has 0.334 which is above 0.05. Consequently, H3 is rejected, meaning that there is no effect positive influence between X3 partially against the selection of career (Y).

d. T test results above show that in Consideration of labor market variable (X4) is 0.302 which is above 0.05. Therefore, H4 is rejected, meaning that there is no effect positive influence between X4 partially against the selection of career (Y).

e. The intrinsic value of jobs (X5) has t count probability at 0.000^a which is below 0.05. Thus, H5 is accepted, meaning that there is positive influence effect of X5 partially against the selection of career (Y).

4.5 Testing F simultaneously:

Regression H0 is accepted because $0,000^a$> 0.05, then the hypothesis is accepted. The Ha means simultaneously (jointly) independent variable has effect significantly to the dependent variable.

4.6 Coefficient Determination Test:

The results of the analysis of the coefficient determination (R^2) show that the percentage of contribution to the influence of independent variables (factors that affect career choice) of the dependent variable.

4.7 Discussion

1. **The influence of financial rewards towards public accounting career selection.**

The first hypothesis showed that financial reward has no effect towards the probability of career selection as a public accountant. This is because quality of the data that have been examined by the researchers.

In line with the opinion of (Chan, 2012),financial reward has no effect on the selection of career. However, (Rahayu, 2003) and (Widyasari, 2001) stated that the financial rewards is very influential toward career selection of accounting students.

2. **The influence of Professional recognition towards public accounting career selection.**

The second hypothesis showed that professional recognition has no effect towards the probability of career selection as a public accountant. This is in line with the opinion of Alhadar(2013) who stated that the profes-

sional recognition has no effect against the selection of career. But Astuti(2014) stated that the professional recognition is very influential toward career selection of accounting students.

3. **The influence of social value towards public accounting career selection.**

The third hypothesis showed that social value has no effect towards the probability of career selection as a public accountant.

There are difference opinions on this matter. Sulistyawati (2011) stated that the value of social influences the selection of accounting students career. But Asmoro (2016) stated that the professional recognition doesn't affect career selection of accounting students.

4. **The influence of considerations of labor market towards public accounting career selection.**

The fourth hypothesis showed that considerations of labor market had no effect towards the probability of career selection as a public accountant.

It is in line with the opinion of Chan (2012) that labor market consideration that has no effect in career selection. However,Rahayu(2003) stated that the job market considerations influence the selection of accounting students career.

5. **The influence of intrinsic value of job towards public accounting career selection.**

The last hypothesis showed that intrinsic value of job has effect towards the probability of career selection as a public accountant. This is because quality of the variable can meet the needsof the researchers.

This is in line with Rahayu(2001) who stated that the intrinsic value of

work is influenced on the selection of accounting students career.

5.1 Conclusion

1. The simultaneous test on the entire variables have significant influence on the selection of a career as a public accountant by accounting students in the FacultyOf Economic and Business Brawijaya University.
2. A partial test of factors financial rewards, professional recognition, social values, the consideration of the job market has no influence on the selection of a career as a public accountant, but the intrinsic value of a job poses influence on the selection of a career as a public accountant by accounting students in Economic and Business faculty Brawijaya University.
3. The magnitude percentage contribution influence of the entire of variable collectively towards the selection of a career as a public accountant by the student accounting based on the R^2 is 46,6% while the remaining is affected by other variables not examined.

5.2 Suggestion

1. The researcher suggests the next upcoming research to study not only use the questionnaire but use the other studies about the research to find out the object of the research.

2. This study would be better if it uses larger samples, not only emphasizing the study in government department.

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