

ABSTRACT

This study analyzes factors influencing Diponegoro University accounting student's career paths based on Social Cognitive Career Theory. Factors that influence graduates' career choices would be helpful to the accountancy profession for its promotional and recruitment campaign. The Association of Indonesian Public Accountants (IAPI), as an institution in Indonesia that regulates the accounting profession, will be greatly assisted in the recruitment campaign with the results of identifying factors that influence the choice of career path for accounting students. The sample is 263 Diponegoro University accounting student. The data analysis technique is multiple linear regression. The results are intrinsic motivation, extrinsic motivation, influences of third parties and career exposure have a positive effect on accounting student's career paths.

Keywords: career path, accounting students, Social Cognitive Career Theory

