

ABSTRAK

Bachtiarullah Tsani, Analisis Self Determination, Social Cognitive Career, dan Social Learning terhadap Minat Berkarir sebagai Akuntan Publik. Di bawah bimbingan Alexander Anggono, S.E., M.Si., Ph.D.

Penelitian ini bertujuan untuk mengukur pengaruh self determination, social cognitive career, dan social learning terhadap minat berkarir sebagai akuntan publik pada mahasiswa akuntansi Universitas Trunojoyo Madura. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kausal komparatif. Populasi dalam penelitian ini adalah mahasiswa aktif Program Studi S1 Akuntansi Universitas Trunojoyo Madura angkatan 2022 dan 2023 yang telah menempuh mata kuliah Auditing 1. Sampel sebanyak 86 mahasiswa diperoleh menggunakan teknik purposive sampling. Data diperoleh melalui penyebaran kuesioner secara daring menggunakan Google Form, kemudian dianalisis menggunakan uji regresi linear sederhana dengan bantuan software SPSS 22.

Hasil penelitian menunjukkan bahwa mahasiswa memiliki tingkat self determination, social cognitive career, dan social learning yang tinggi, serta minat yang tinggi terhadap profesi akuntan publik. Secara parsial, ketiga variabel independen tersebut berpengaruh positif dan signifikan terhadap minat mahasiswa untuk berkarir sebagai akuntan publik. Hal ini membuktikan bahwa motivasi intrinsik, efikasi diri, pengalaman belajar, dan faktor sosial memiliki peranan penting dalam membentuk minat karier mahasiswa akuntansi.

Kata Kunci: *Self Determination, Social Cognitive Career, Social Learning*, Minat Karir, Akuntan Publik.

ABSTRACT

Bachtiarullah Tsani, An Analysis of Self-Determination, Social Cognitive Career, and Social Learning on Career Interest as a Public Accountant. Under the supervision of Alexander Anggono, S.E., M.Si., Ph.D.

This study aims to examine the influence of self-determination, social cognitive career, and social learning on the interest in pursuing a career as a public accountant among accounting students at Universitas Trunojoyo Madura. This research employs a quantitative method with a causal-comparative approach. The population consists of active undergraduate accounting students from the 2022 and 2023 cohorts who have completed the Auditing 1 course. A total of 86 students were selected using purposive sampling. Data were collected directly from respondents through an online questionnaire distributed via Google Form and analyzed using simple linear regression with the help of SPSS 22 software.

The results show that students demonstrate a high level of self-determination, social cognitive career, and social learning, as well as a strong interest in the public accounting profession. Partially, all three independent variables have a positive and significant influence on students' interest in pursuing a career as a public accountant. This confirms that intrinsic motivation, self-efficacy, learning experiences, and social factors play crucial roles in shaping accounting students' career interests.

Keywords: Self-Determination, Social Cognitive Career, Social Learning, Career Interest, Public Accountant