

## **ABSTRACT**

**Ahmad Saifudin**, The effects of Perceptions, Motivates, Knowledge, and Gender on the Interests of Accounting Students in Public Accounting Entities. Under the guidance of Mr. Alexander Anggono, S.E., M.Sc., Ph.D.

The purpose of this study was to determine the effect of perception, motivation, knowledge, and gender on the interest of accounting students to have careers in public accounting entities. This research is a type of quantitative research. The population in this study were students of the S1 accounting study program, the Faculty of Economics and Business, Trunojoyo University, Madura. The sample was selected using a purposive sampling technique and obtained 111 respondents based on the criteria. Data was collected by distributing questionnaires to respondents. this study uses a multiple linear regression model. The results of this study prove that, (1) the perception variable has no effect on the interest of accounting students to have a career in a public accounting entity. (2) The motivational variable has no effect on the interest of accounting students to have a career in a public accounting entity. (3) The knowledge variable influences the interest of accounting students for careers in public accounting entities. (4) The gender variable influences the interest of accounting students to have a career in a public accounting entity. (5) The variables of perception, motivation, knowledge, and gender simultaneously have a significant effect on the interest of accounting students to have a career in a public accounting entity.

Keywords: perception, motivation, knowledge, gender, and career interest.

## ABSTRAK

**Ahmad Saifudin**, Pengaruh Persepsi, Motivasi, Pengetahuan, dan Gender Terhadap Minat Mahasiswa Akuntansi Berkarier di Entitas Akuntan Publik. Dibawah bimbingan Bapak Alexander Anggono, S.E., M.Si., Ph.D.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh persepsi, motivasi, pengetahuan, dan gender terhadap minat mahasiswa akuntansi berkarier di entitas akuntan publik. Penelitian ini merupakan jenis penelitian kuantitatif. Populasi dalam penelitian ini adalah mahasiswa program studi S1 akuntansi Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Sampel dipilih menggunakan teknik *purposive sampling* dan yang diperoleh 111 responden berdasarkan kriteria. Data dikumpulkan dengan menyebarkan kuesioner kepada responden. Penelitian ini menggunakan model regresi linear berganda. Hasil penelitian ini membuktikan bahwa, (1) Variabel persepsi tidak berpengaruh terhadap minat mahasiswa akuntansi untuk berkarier di entitas akuntan publik. (2) Variabel motivasi tidak berpengaruh terhadap minat mahasiswa akuntansi untuk berkarier di entitas akuntan publik. (3) Variabel pengetahuan berpengaruh terhadap minat mahasiswa akuntansi untuk berkarier di entitas akuntan publik. (4) Variabel gender berpengaruh terhadap minat mahasiswa akuntansi untuk berkarier di entitas akuntan publik. (5) Variabel persepsi, motivasi, pengetahuan, dan gender secara simultan berpengaruh signifikan terhadap minat mahasiswa akuntansi untuk berkarier di entitas akuntan publik.

**Kata Kunci:** persepsi, motivasi, pengetahuan, gender, dan minat karier.