

ABSTRACT

Dewi Ratnasari, The Influence of Perception, Motivation, and Participation in Tax Volunteer Programmes on Students' Career Interests in the Field of Taxation. Under the supervision of Emi Rahmawati, S.E., M.Si.

This study aims to analyze the effect of perception, motivation, and participation in tax volunteer programs on students' career interests in taxation. The method used in this study is quantitative with primary data. The population of this study are accounting students at Trunojoyo University Madura who participated in the Tax Volunteer Program for the Country (Renjani). The sampling technique used in this study was total sampling with 56 respondents. The data were processed using multiple linear regression analysis. The results of this study indicate that perception has a significant effect on students' career interests in the field of taxation, while motivation and participation in the tax volunteer program do not have a significant effect on students' career interests in the field of taxation.

Keywords: *Perception, Motivation, Participation in Tax Volunteer Program, Student Career Interests in Taxation*

ABSTRAK

Dewi Ratnasari, Pengaruh Persepsi, Motivasi, dan Partisipasi Program Relawan Pajak terhadap Minat Karier Mahasiswa di Bidang Perpajakan. Dibawah bimbingan Emi Rahmawati, S.E., M.Si.

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi, motivasi, dan partisipasi program relawan pajak terhadap minat karier mahasiswa di bidang perpajakan. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan jenis data primer. Populasi penelitian ini adalah mahasiswa akuntansi Universitas Trunojoyo Madura yang mengikuti Program Relawan Pajak untuk Negeri (Renjani). Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *sampling sensus* (sampling total) dengan jumlah 56 responden. Data diolah menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa persepsi berpengaruh signifikan terhadap minat karier mahasiswa di bidang perpajakan, sedangkan motivasi dan partisipasi program relawan pajak tidak berpengaruh signifikan terhadap minat karier mahasiswa di bidang perpajakan.

Kata Kunci: Persepsi, Motivasi, Partisipasi Program Relawan Pajak, Minat Karier Mahasiswa di Bidang Perpajakan