

ANALISIS FAKTOR-FAKTOR ATAS PERSIAPAN KARIER MAHASISWA AKUNTANSI

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INTISARI

Berlandaskan pada Teori Perilaku Terencana (*Theory of Planned Behavior*), penelitian ini hendak menginvestigasi asosiasi antara sikap, norma subjektif, dan persepsi dengan kontrol perilaku terhadap intensi persiapan karier pada mahasiswa Akuntansi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Populasi penelitian adalah mahasiswa Akuntansi dari berbagai perguruan tinggi, dengan sampel dari mahasiswa tahun pertama S1 Akuntansi FEB UGM menggunakan teknik *convenience sampling*. Instrumen penelitian yang digunakan adalah kuesioner *online* melalui *Google Forms*. Data penelitian ini dianalisis menggunakan SEM-PLS. Penelitian ini menemukan bahwa terdapat asosiasi positif dan signifikan antara sikap (*attitude*), norma subjektif (*subjective norms*), kontrol perilaku persepsian (*perceived behavioral control*) dengan intensi (*intention*) persiapan karier mahasiswa Akuntansi.

Kata kunci: Teori Perilaku Terencana (*Theory of Planned Behavior*), persiapan karier, mahasiswa Akuntansi, SEM-PLS

ACCOUNTING STUDENTS' CAREER PREPARATION FACTOR ANALYSIS

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ABSTRACT

Based on the Theory of Planned Behavior, this study aims to investigate the association between attitudes, subjective norms, and perceived behavioral control on the career preparation intentions of Accounting students. The study utilizes a quantitative method with a survey approach. The study population consists of Accounting students from various universities, with a sample taken from first-year students in the Accounting Department of Gadjah Mada University, using convenience sampling technique. The research instrument used is an online questionnaire administered through Google Forms. The research data are analyzed using SEM-PLS. The findings of this study reveal a positive and significant association between attitudes, subjective norms, perceived behavioral control, and the career preparation intentions of Accounting students.

Keywords: Theory of Planned Behavior, career preparation, Accounting students, SEM-PLS