

ABSTRAK

**PENGARUH *SELF MOTIVATION*, *GENDER*, AND  
*THIRD-PARTY EFFECTS* TERHADAP PEMILIHAN  
KARIR SEBAGAI AKUNTAN**

(Studi Empiris pada Mahasiswa Akuntansi Universitas Sanata Dharma Angkatan  
2021 dan 2022)

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Penelitian ini bertujuan untuk mengetahui pengaruh *self motivation*, *gender*, dan *third-party effects* terhadap pemilihan karir sebagai akuntan di kalangan mahasiswa Akuntansi Universitas Sanata Dharma. Dalam konteks perkembangan teknologi yang pesat, khususnya dalam bidang akuntansi yang kini melibatkan analisis data dan penggunaan teknologi canggih, penting bagi generasi muda untuk mempersiapkan diri menghadapi tantangan dan peluang yang ada.

Penelitian ini menggunakan metode kuantitatif yang memiliki kriteria responden yaitu mahasiswa Program Studi Akuntansi Universitas Sanata Dharma angkatan 2021 dan 2022. Teknik pengumpulan data menggunakan kuesioner dalam bentuk *link survey monkey*. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi logistik dan pengolahan data menggunakan *software* SmartPLS versi 4.1.0.9.

Hasil penelitian ini menunjukkan bahwa *self motivation* berpengaruh terhadap pemilihan karir mahasiswa akuntansi Universitas Sanata Dharma. *Gender* dan *third-party effects* tidak berpengaruh terhadap pemilihan karir mahasiswa akuntansi Universitas Sanata Dharma.

**Kata kunci:** *self motivation*, *gender*, *third-party effects*, pemilihan karir akuntan.

**ABSTRACT**

***THE INFLUENCE OF SELF MOTIVATION, GENDER,  
AND THIRD-PARTY EFFECTS ON CAREER CHOICE  
AS AN ACCOUNTANT***

*(Case Study on Accounting Students at Sanata Dharma University Class of 2021  
and 2022)*

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*This research analyzes the influence of self motivation, gender, and third-party effects on career choices as accountants among Accounting students at Sanata Dharma University. In the context of rapid technological developments, especially in accounting, which now involves data analysis and the use of advanced technology, it is important for the younger generation to prepare themselves to face existing challenges and opportunities.*

*This study used a quantitative method which the respondent criteria, namely students of the Accounting Study Program at Sanata Dharma University class of 2021 and 2022. The data was collected through a questionnaire distributed via Survey Monkey link. The sampling technique used was purposive sampling. The data analysis technique used was logistic regression analysis and data processing was done using SmartPLS software version 4.1.0.9.*

*The results of this research showed that self-motivation affected the career choices of accounting students at Sanata Dharma University. Gender and third-party effects did not affect the career choices of accounting students at Sanata Dharma University.*

**Keywords:** *self motivation, gender, third-party effects, accountant career choice.*