

ABSTRACT

This research is aimed to know and understand what factors that affecting the interest of accounting students in career selection as an accountant (Public Accountant, Corporate Accountant, Government Acocuntant, Educator Accountant) and Non-Accountant viewed by factor Professional Training, Prospect, Personal Interest, and Family Influence in Universitas Muhammadiyah Yogyakarta.

The subjects of this research were 273 Accounting Students of Universitas Muhammdiyah Yogyakarta, which drawn by purposive sampling technique. Data were collected by questionnaires. Descriptive statistics and logistic regression were employed to analyzed the data and test the hypothesis.

Results of this research show: 1) The professional training factor does not have a positive influence on the interest of accounting student's career selection as an accountant. 2) The prospect factor does not have a positive influence on the interest of accounting student's career selection as an accountant. 3) The personal interest factor has a positive influence on the interest of accounting student's career selection as an accountant. 4) The family influence factor does not have a positive influence on the interest of accounting student's career selection as an accountant.

Keywords: *Professional Training, Prospect, Personal Interest, Family Influence, Career Selection.*