ACCOUNTING STUDENTS' CAREER CHOICES AS PUBLIC ACCOUNTANTS (LITERATURE REVIEW)

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ABSTRACT

This article aimed to determine the factors influencing accounting students' career choices as public accountants: self-efficacy, financial rewards, and job market considerations. This research uses a literature study approach by examining relevant articles based on the Expectancy Theory. Research results from various literature studies show that from the literature review, the career choice as a public accountant is influenced by financial rewards and job market considerations.

Keywords: **career choices, public accounting, self-efficacy, financial rewards, and job market considerations**.

INTRODUCTION

Choosing a profession is the starting point in achieving a career for every student, because career contributes to oneself and is the basis of the core goals of each individual. Choosing a career according to our talents and interests is the initial process in determining a career. Students are not only required to have academic skills obtained from college, but with the development of the business world, students must also have*soft skill* that they get outside of college (Abidin et al., 2015). Universities must always respond to world developments in order to prepare accounting graduates who are competent and ready to work (Widyasari, 2010). Accounting graduates have various career options that they can pursue after completing their studies, one of which is public accounting. Public Accountants usually work at Public Accounting Firms (KAP) and some Public Accountants can establish Public Accounting Firms (KAP) independently

There are still very few Indonesian accountants compared to foreign accountants in Southeast Asia, so the Indonesian Accountants Association (IAI) must continue to improve and carry out certification exams in order to produce professional accountants (Aulia, 2018).

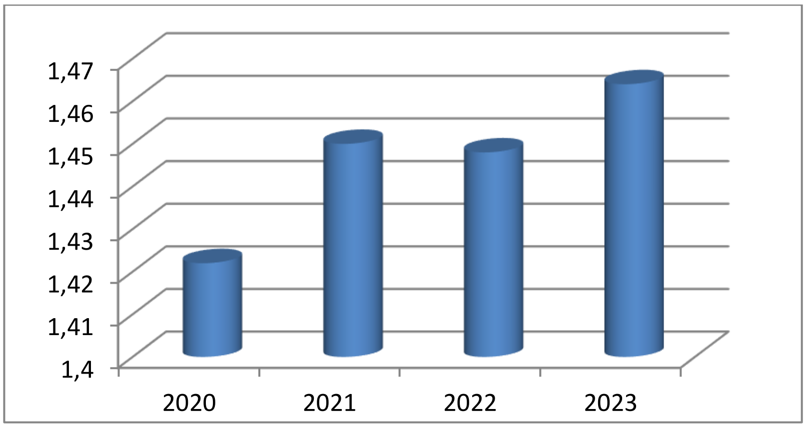

Figure 1.1 Number of Public Accountants in Indonesia

Based on Figure 1.1 above, it can be seen that there has been an increase in the number of public accountants, but the increase has not occurred significantly among holders*certified public accountant* in Indonesia. In 2020 the number of public accountants will be 1,422, in 2021 there will be 1,450, in 2022 there will be 1,448 and in 2023 there will be an increase of 1,464 (https://pppk.kemenkeu.go.id). Meanwhile the holder*certified public accountant* in Indonesia it reaches 2,500 people. But the problem at the moment is that the need for accountants cannot be compared with Indonesia's population, which has increased by 280 million people. The Indonesian Accountants Association (IAI) said that the situations that accountants must overcome sooner or later will become more numerous and complicated because they require skilled workers.

Career choices for accounting students are the first step in shaping the career they will pursue. Accounting students should already have considerations when pursuing a career in their field. For example, after studying, an accountant graduate can set up his own business (entrepreneurship) and provide employment opportunities, becoming a company employee or government employee. Furthermore, an accountant can also continue his academic education to the master's level and accountants can also take professional education in public accounting (Widyasari, 2010).

In this research, there are several influencing factors, including self-efficacy, financial rewards and job market considerations. Self-efficacy is the belief that an individual has in knowing an ability that exists within themselves. The existence of self-efficacy is proven by satisfaction, maximum results and a person's work attitude (Heslin & Klehe, 2006). A career in public accounting can also earn you more money than other fields. Someone who has a career as a public accountant may consider jobs that are easily accessible in the future. Accounting students prefer the public accounting profession because it guarantees job security, influences individual satisfaction and is more respected in society (Ambari & Ramantha, 2017).

This research aims to re-examine research that has been carried out by previous researchers. The difference between this research and previous research lies in the independent variable, namely self-efficacy. The reason for adding this variable is to find out how much influence self-efficacy has on accounting students' career choices as public accountants.

METHOD

The research was carried out using a literature study approach by examining articles about the factors that influence accounting students' career choices as public accountants. The results can be used as a basis for developing a model framework that can influence accounting students' career choices as public accountants and the results of relevant empirical research.

RESULT AND DISCUSSION

1. Expectancy Theory

Expectancy theory is a basic theoretical concept of career choice that is used as a theoretical basis. Hope theory is one of the personal motivation theories, hope theory is also defined as active human behavior and the desire to act in a certain way depending on the belief and hope that the action is interesting followed by a certain situation for each individual (Garnasih, 2017). According to Ekhsan (2019) motivation is a process that expresses a person's intensity, direction and persistence in trying to achieve certain goals. The most commonly accepted expectancy theory regarding motivation is from Victor Vroom, (quoted by Ramdani, 2013), in a more practical sense the expectancy theory says that if an employee believes that their efforts will result in an assessment, they will try better and harder.

In short, the key to expectancy theory is an understanding of individual goals and the relationship between effort and performance, between performance and rewards. Therefore, accounting students' career choices are determined by their expectations of the career they will choose, whether this career is interesting to them. For example, is the career capable of providing adequate institutional rewards such as bonuses, increases in financial awards (promotions). With students' hopes that the career they choose can provide what they want in terms of self-efficacy factors, financial rewards and job market considerations.

2. Career Choice

Career choices for accounting students are the first step in shaping the career they will pursue. In Dutch*Carrier,* can define a person's development and progress in work. According to the Big Indonesian Dictionary (KBBI) "career is development and progress in one's life, work or position". The definition of career according to Sari et al (2021) is an improvement in a process of a person's journey that is able to create experiences during the time that has passed and is related to the main job. Effendi et al (2018) said that there are several stages of career choice, namely the career choice stage, early career stage, mid-career stage and final career/retirement stage.

3. Public Accountant Profession

Based on Law of the Republic of Indonesia No. 5 of 2011 concerning Public Accountants, a public accountant is an accountant who has received permission to offer expert services in accounting widely to the public as an important factor in decision making. According to Hasan (2018) public accountants are practitioners who offer services regarding accounting, finance and management which include audits of historical financial report information, financial report review services and other assurance services in accordance with statutory regulations. Assurance services are services where the Public Accounting Firm issues financial reports regarding a problem.

4. Self Efficacy

Self-efficacy is the belief or belief that an individual has in order to know an ability that exists within him or her to be able to complete a task in a particular field. According to Lodjo (2013), self-efficacy is a basic theoretical concept of problems that every person believes has the ability to control thoughts, feelings and actions, so self-efficacy is related to the beliefs that each person has and is not always about actual abilities.

5. Financial Rewards

Financial rewards are one of the attractions for someone considering career options. Financial rewards are payments to employees in the form of money for the services they provide in the form of work performed (Sufiyati, 2019). According to Viriany & Wirianata (2022), someone who has a career as a public accountant really believes that this profession provides financial rewards or a fairly high salary. According to Merdekawati & Sulistyawati (2011), financial appreciation is a measurement tool that can consider the value of services provided by employees calculated as rewards obtained, there are three statements of financial appreciation, namely high initial salary, fast salary increase process and the existence of pension funds.

6. **Job Market Considerations**

Job market considerations include job security, availability of employment opportunities or easy access to job vacancies and opportunities for promotion (Maulana., 2020). According to Ambari & Ramantha (2017) job market considerations are variables that have a positive influence on students' career choices as public accountants. Short-term career choices are not what every individual hopes for, but long-term careers are the hope until they retire (Merdekawati & Sulistyawati, 2011). The availability of careers that can be accessed easily is a factor that can influence the desire and expectations of individuals to consider the future career to be undertaken (Suratman &; Wahdi, 2021).

RELEVANT EMPIRICAL RESEARCH RESULTS

Wijaya (2018) conducted research on "Analysis of Factors that Influence the Interest of Accounting Students at the Islamic University of Indonesia in Choosing a Career as a Public Accountant". The results of this research prove that financial rewards have a significant positive influence on career choices.

Wahyuni et al (2019) research on "The Influence of Professional Training, Job Market Considerations, Gender Roles, Environment and Family in Selecting a Public Accountant Career". The results of this research prove that job market considerations have a positive influence on career determination for accounting students.

Sufiyati (2019) conducted research on "Factors that Influence Students' Career Choices as Public Accountants". The results of this research prove that only financial reward variables can influence students' career choices positively. Meanwhile, job market consideration variables have no influence on career choices. student.

Wibowo (2020) conducted research on "The Influence of Financial Awards, Job Market Considerations and Professional Training on Public Accountant Career Choices". The results of the research prove that the three factors used, namely financial rewards, job market considerations and professional training, have a positive influence on the choice of a public accounting career.

Cheisviyanny et al (2022) conducted research on "Career Choice Factors for Indonesian Accounting Students". The results of his research show that financial awards have a positive influence on the career choices of Indonesian accounting students.

Yoga (2022) conducted research on "Generation Z Accounting Students: What Influences Them About Career Choices as Public Accountants". The research results prove that financial reward factors and labor market considerations have no influence.

CONCLUSION

This research aims to examine the factors that influence accounting students' career choices as public accountants. The research results show:

Financial Reward:

- Financial awards positively affect the career choices of accounting students as public accountants in line with the research of Wijaya (2018), Sufiyati (2019), Wibowo (2020) and Cheisviyanny et al (2022).
- In contrast to Yoga's (2022) research that financial rewards have no effect on accounting students' career choices as public accountants.

Job Market Considerations:

- Job market considerations have a positive effect on the career choices of accounting students as public accountants, as evidenced by the results of research by Wahyuni et al (2019) and Wibowo (2020).
- Meanwhile, Sufiyati (2019) and Yoga (2022) research proves that job market considerations have no influence on the career choices of accounting students.

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