

CONTENTS

ABSTRACT	
ACKNOWLEDGEMENTS	i
CONTENTS	iv
TABLE OF CONTENT	ix
PICTURE OF CONTENT	x
APPENDIX OF CONTENT	xi
CHAPTER I PREFACE.....	1
1.1 Introduction	1
1.2 Identification of Problem	5
1.3 The Scope of Problem.....	5
1.4 The Problems of Study.....	6
1.5 Research Purposes	6
1.6 The Benefits of Research	7
CHAPTER II LITERATURE STUDY	9
2.1 Theoretical Framework.....	9
2.1.1 Theory of Planned Behavior	9
2.1.2 Sense Perception.....	14
2.1.2.1 Intern Factors	14

2.1.2.2 Exern Factors	15
2.1.3 Professional Sense and Accountant	16
2.1.3.1 Professional Sense	16
2.1.3.2 Understanding Accountant	16
2.1.3.3 Public Accountant	17
2.1.3.4 Company Accountant	18
2.1.3.5 Educator Accountant	19
2.1.3.6 Government Accountant	19
2.2 The Factor that Motivates Career Choice knowledge	20
2.3 Previous Research.....	23
2.4 Framework	25
2.5 Hypothesis.....	26
CHAPTER III RESEARCH METHODE.....	27
3.1 Research Location.....	27
3.2 Population and Sample.....	27
3.2.1 Population	27
3.2.2 Sample	27
3.3 Type and Data Sources	28
3.4 Data Collection Techniques	28
3.5 Variabel Research and Operational Defenition.....	29

3.5.1	Variabel Research.....	29
3.5.1.1	Operational Defenition.....	29
3.5.1.1.1	Professional Intrinsic Value	29
3.5.1.1.2	Flexibility of Work.....	29
3.5.1.1.3	Parent Support	30
3.5.1.1.4	Social value	30
3.5.1.1.5	Professionalism Recognition	30
3.5.1.1.6	Accountant Career Knowledge	30
3.5.2	Analysis Techniques Data.....	33
3.5.2.1	The Quality of Data	33
3.5.2.1.1	Test Validity.....	33
3.5.2.1.2	Test Reability	34
3.5.2.2	The Assumption Classic Test.....	34
3.5.2.2.1	The Normality Test	34
3.5.2.2.2	The Multicolonierity Test	35
3.5.2.2.3	The Heterokedastisity Test	35
3.5.2.3	The Technique Analysis	36
3.5.2.3.1	Data Model Analysis	36
3.5.2.4	The Hypotesis Test	37
3.5.2.4.1	F Test	37

3.5.2.4.2 T Test.....	37
3.5.2.4.3 The Coefficients Determination (R^2)	38
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	39
4.1 Research Result	39
4.1.1 Sample Overview	39
4.1.2 Description of Distribution the Questionnaire	39
4.1.3 The Analysis Data	42
4.1.3.1 Testing the Quality of Data.....	42
4.1.3.1.1 Validity Test	42
4.1.3.1.2 Reliability Test	46
4.1.3.1.3 Descriptive Statistics	48
4.1.3.2 The Assumption Classical Test	48
4.1.3.2.1 Normality Test	48
4.1.3.2.2 Multikoloniariry Test	51
4.1.3.2.3 Heterokedasticity Test.....	52
4.1.3.3 Simple Regression Linear.....	53
4.1.3.3.1 Analysis Simple Regression	53
4.1.3.4 Multiple Analysis Regression.....	57
4.1.3.5 Hypotesis Test.....	60
4.1.3.5.1 Adjusted R Square	60

4.1.3.5.2 F Test.....	61
4.1.3.5.3 T Test.....	62
4.2 Discussion	63
4.2.1 The Influence of Professional Intrinsic Value	
by Accountant Career Knowledge	63
4.2.2 The Influence of Flexibility of Work	
by Accountant Career Knowledge	64
4.2.3 The Influence of Parent Support	
by Accountant Career Knowledge.....	64
4.2.4 The Influence of Social Value	
by Accountant Career Knowledge.....	65
4.2.5 The Influence of Professional Recognition	
by Accountant Career Knowledge.....	67
CHAPTER V CONCLUSION AND RECOMMENDATIONS	69
5.1 Conclusion	69
5.2 Limited Research	70
5.3 Recommendations	70
REFERENCES	72
APPENDIX	