ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui, menguji dan menganalisis pengaruh persepsi, motivasi, pertimbangan pasar kerja dan pengetahuan pajak secara parsial dan simultan terhadap minat berkarir di bidang perpajakan pada mahasiswa S1 akuntansi Universitas Buana Perjuangan Karawang angkatan 2019 – 2021. Sampel penelitian menggunakan metode *purposive sampling* dan diperoleh sebesar 100 Responden. Penelitian ini termasuk ke dalam penelitian kuantitatif dengan pengumpulan data menggunakan data primer dengan menyebarkan kuesioner melalui *google form* yang telah dibagikan kepada *group* angkatannya masing - masing. Teknik analisis data adalah analisis regresi linier berganda dengan menggunakan SPSS versi 26. Hasil penelitian secara parsial menunjukkan bahwa variabel persepsi dan pertimbangan pasar kerja berpengaruh terhadap minat berkarir di bidang perpajakan sedangkan variabel motivasi dan pengetahuan pajak tidak berpengaruh terhadap minat berkarir di bidang perpajakan. Hasil penelitian secara simultan menunjukkan bahwa persepsi, motivasi, pertimbangan pasar kerja dan pengetahuan pajak berpengaruh terhadap minat berkarir di bidang perpajakan pada mahasiswa S1 akuntansi Universitas Buana Perjuangan Karawang.

Kata Kunci : Persepsi, Motivasi, Pertimbangan Pasar Kerja, Pengetahuan Pajak dan Karir

ABSTRACT

The purpose of this study was to determine, test and analyze the influence of perceptions, motivation, labor market considerations and tax knowledge partially and simultaneously on interest in a career in the taxation sector for S1 accounting students at Buana Perjuangan Karawang University class of 2019 – 2021. The research sample used the purposive sampling method and obtained 100 respondents. This research is included in the quantitative research by collecting data using primary data by distributing questionnaires through Google forms that have been distributed to their respective batch groups. The data analysis technique was multiple linear regression analysis using SPSS version 26. Partial results showed that perceptions and considerations of the labor market had an effect on interest in a career in taxation, while motivation and knowledge of tax had no effect on career interest in taxation. The results of the study simultaneously show that perceptions, motivation, labor market considerations and tax knowledge influence the interest in a career in the field of taxation for undergraduate students of accounting at Buana Perjuangan University, Karawang.

Keywords: *Perception, Motivation, Labor Market Considerations, Tax Knowledge and Career*