

## ABSTRACT

This research aims to determine the influence of motivation (quality, career, economy, social and market influence) on students' interests in following PPAk. The variables used are quality motivation, career motivation, economic motivation, social motivation, the influence of the job market as an independent variable, and students' interest in using PPAk as a dependent variable. The study used a questionnaire with a sample count of 65 people. Analysis tools using multiple linear regression. Based on the results of the regression model analysis obtained by 0.826, which means that 82.6% of students' interest in following PPAk can be explained by the 5variables. However, based on partial analysis, career motivation, economic, social and the influence of the job market have a significant positive effect on the interest of ppak study accounting students in the city of bandar lampung. While other variables such as quality motivation, studies do not affect the interest of accounting students following PPAk at universities in bandar lampung city.

**Kata kunci:** quality motivation, career motivation, economic motivation, social motivation, job market influence and student interests.

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi (kualitas, karir, ekonomi, sosial dan pengaruh pasar) terhadap minat mahasiswa mengikuti PPAk. Variabel yang digunakan adalah motivasi kualitas, motivasi karir, motivasi ekonomi, motivasi sosial, pengaruh pasar kerja sebagai variabel independen, dan minat mahasiswa mengikuti PPAk sebagai variabel dependen. Penelitian menggunakan kuesioner dengan jumlah sampel sebanyak 65 orang. Alat analisis menggunakan regresi linier berganda. Berdasarkan hasil analisis model regresi diperoleh sebesar 0,826, yang berarti bahwa 82,6% minat mahasiswa mengikuti PPAk dapat dijelaskan oleh ke-5variabel tersebut. Namun, berdasarkan analisis parsial, motivasi karir, ekonomi, sosial dan pengaruh pasar kerja berpengaruh positif signifikan terhadap minat mahasiswa akuntansi studi PPAk di kota bandar lampung. Sedangkan variabel lainnya seperti motivasi kualitas, studi tidak mempengaruhi minat mahasiswa akuntansi mengikuti PPAk di universitas yang ada di kota bandar lampung

**Kata Kunci:** motivasi kualitas, motivasi karir, motivasi ekonomi, motivasi sosial, pengaruh pasar kerja dan minat mahasiswa