ABSTRACT

This study aims to analyse and provide empirical evidence about the effect of degree motivation, economic motivation, career motivation, cost of education, and length of education on student interest to register in the PPAk program. The population in this study is accounting undergraduate students class of 2013 in UII, STIE YKPN, USD. The sampling method used is purposive sampling and the sample consists of 120 students. This study uses multiple linear regression for data analysis.

The results of this study are: (1) degree motivation has a positive significant influence on students' interest to register in the PPAk progam, (2) economic motivation has no significant influence on students' interest to register in the PPAk progam, (3) career motivation has a positive significant influence on students' interest to register in the PPAk progam, (4) cost of education has no significant influence on students' interest to register in the PPAk program, and (5) length of education has no significant influence on students' interest to register in the PPAk progam.

***Keywords**: Degree motivation, economic motivation, career motivation, cost of education, length of education, interest to register PPAk program, students.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan memberikan bukti empiris mengenai pengaruh motivasi gelar, motivasi ekonomi, motivasi karir, biaya pendidikan dan lama pendidikan terhadap minat mahasiswa untuk mengikuti PPAk. Populasi dalam penelitian ini adalah seluruh mahasiswa akuntansi S1 di UII, UII, STIE YKPN, USD angkatan 2013. Metode pengambilan sampel penelitian sejumlah 120 mahasiswa menggunakan metode *purposive sampling*. Teknik analisis datanya menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) motivasi gelar berpengaruh positif signifikan terhadap minat mahasiswa mengikuti PPAk, (2) motivasi ekonomi tidak berpengaruh signifikan terhadap minat mahasiswa mengikuti PPAk, (3) motivasi karir berpengaruh positif signifikan terhadap minat mahasiswa mengikuti PPAk, (4) biaya pendidikan tidak berpengaruh signifikan terhadap minat mahasiswa mengikuti PPAk, dan (5) lama pendidikan tidak berpengaruh signifikan terhadap minat mahasiswa mengikuti PPAk

Kata Kunci: motivasi gelar, motivasi ekonomi, motivasi karir, biaya pendidikan, lama pendidikan, minat mengikuti PPAk, mahasiswa.