

## **ABSTRACT**

*Career selection is a process that is carried out continuously until this person finds a match between the activities and interests that are within. In choosing a career, there will be considerations between the influencing factors consisting of financial appreciation, labor market valuation and professionalism in the interest to become a public accountant. However, only a few of them applied for a public accountant while the holder of an accountant degree was quite high.*

*This research was conducted with the aim to find out and obtain simultaneous empirical evidence regarding the assessment of the labor market, financial rewards, and intrinsic value in a career as a public accountant (Case Study of Accounting Students at Telkom University Bandung Regency).*

*This research based on the objectives including descriptive verification research. The population in this study is Accounting students at Telkom University. The sample in this study referred to 109 respondents distributed directly to accounting students and then processed using multiple linear regression analysis methods.*

*This study shows the results that simultaneously the consideration of the labor market, financial rewards, and the intrinsic value of the job affect the career of being a public accountant. Job market considerations partially have a significant effect on careers becoming public accountants. Financial rewards partially have a significant effect on the career of being a public accountant. The intrinsic value of work partially has a significant effect on the career of being a public accountant.*

*For future researchers, this research is expected to be used as reference material for future researchers who wish to examine matters that affect the career of being a public accountant such as labor market considerations, financial rewards and the intrinsic value of work. In future studies, it is expected to be able to add other variables, such as Professional Workers, further researchers should be able to research State Universities in Bandung.*

**Keywords:** *Accounting Students, Career Selection, Financial Award, Intrinsic Value, Job Market Considerations, and Public Accountant.*