

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh citra, keputusan bersama, ketersediaan lapangan kerja yang mempengaruhi minat siswa SMA terhadap program studi Akuntansi di Universitas Airlangga. . Penelitian ini menggunakan pendekatan kuantitatif. Berdasarkan *Non-probability sampling*, diperoleh 104 sampel penelitian. model analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil uji hipotesis menunjukkan citra, keputusan bersama, ketersediaan tenaga kerja secara simultan berpengaruh terhadap minat siswa SMA terhadap program studi Akuntansi di Universitas Airlangga. Citra dan ketersediaan pekerjaan secara parsial memiliki pengaruh yang signifikan terhadap minat siswa SMA terhadap program studi Akuntansi di Universitas Airlangga. Keputusan bersama secara parsial tidak memiliki pengaruh yang signifikan terhadap minat siswa SMA terhadap program studi Akuntansi di Universitas Airlangga.

Kata Kunci : Citra, Keputusan Bersama, Tersedianya Lapangan Kerja,
Keputusan Memilih Jurusan, Minat

ABSTRACT

This study aims to identify and analyze the effect of the image, the joint decision, the availability of employment affect the interest of high school students towards the Accounting study program at Airlangga University. . This study used a quantitative approach. Based on Non-probability sampling, obtained 104 sample research. the analysis model used in this research is multiple linear regression analysis. result of hypothesis test show image, the joint decision, the availability of employment simultaneously effect the interest of high school students towards the Accounting study program at Airlangga University. Image and availability of employment partially have significant effect to the interest of high school students towards the Accounting study program at Airlangga University. Joint decision partially doesn't have significant effect to the interest of high school students towards the Accounting study program at Airlangga University.

Keywords : *Image, joint decision, availability of employment, interest*