

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar Motivasi, Persepsi Tentang Brevet Pajak, Penghargaan Finansial, dan Pengetahuan Pajak terhadap Minat Karir di Bidang Perpajakan. Populasi yang digunakan pada penelitian ini adalah 259 mahasiswa mengambil konsentrasi perpajakan sedangkan sampel yang diambil adalah sebanyak 72 responden dengan menggunakan teknik *purpose sampling*. Metode analisis yang digunakan adalah analisis regresi berganda. Alat analisis yang digunakan adalah SPSS 26.

Hasil penelitian ini menunjukkan bahwa: (1) Motivasi secara parsial berpengaruh positif dan signifikan terhadap Minat Karir di Bidang Perpajakan. (2) Persepsi Tentang Brevet Pajak secara parsial tidak berpengaruh terhadap Minat Karir di Bidang Perpajakan. (3) Penghargaan Finansial secara parsial berpengaruh positif dan signifikan terhadap Minat Karir di Bidang Perpajakan. (4) Pengetahuan Pajak secara parsial berpengaruh negatif dan signifikan terhadap Minat Karir di Bidang Perpajakan. (5) Motivasi, Persepsi Tentang Brevet Pajak, Penghargaan Finansial, dan Pengetahuan Pajak secara simultan berpengaruh positif dan signifikan terhadap Minat Karir di Bidang Perpajakan.

Kata kunci: Motivasi, Persepsi Tentang Brevet Pajak, Penghargaan Finansial, Pengetahuan Pajak, Minat Karir di Bidang Perpajakan

ABSTRACT

This research aims to find out how much motivation, perceptions regarding tax brevets, financial awards, and tax knowledge influence career interest in the field of taxation. The population used in this research was 259 students taking a concentration in taxation while the sample taken was 72 respondents using purpose sampling techniques. The analytical method used is multiple regression analysis. The analysis tool used is SPSS 26.

The results of this research show that: (1) Motivation partially has a positive and significant effect on career interest in the field of taxation. (2) Perceptions about Tax Brevets partially have no effect on Career Interest in Taxation. (3) Financial Rewards partially have a positive and significant effect on Career Interest in Taxation. (4) Tax Knowledge partially has a negative and significant effect on Career Interest in Taxation. (5) Motivation, Perceptions about Tax Brevets, Financial Awards, and Tax Knowledge simultaneously have a positive and significant effect on Career Interest in Taxation.

Keywords: *Motivation, Perception of Tax Brevet, Financial Awards, Tax Knowledge, Career Interest in Taxation*