

**THE EFFECT OF ACCOUNTING LITERACY, PERSONAL BRANDING,
AND JOB SEARCH PLATFORMS ON THE JOB INTEREST OF
ACCOUNTING GRADUATES IN THE FINANCIAL SECTOR MODERATED
BY ACCOUNTING COMPETENCY
CERTIFICATION**

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ABSTRACT

This study aims to analyze the influence of Accounting Literacy, Personal Branding, and Job Search Platforms on the Work Interest of Accounting Alumni in the Finance Sector, as well as examine the role of Accounting Competency Certification as a moderating variable. The study involved 234 alumni 2016 until 2020 of Politeknik Negeri Bengkalis selected using purposive sampling. Data were collected through a Google Form questionnaire and analyzed using SEM-PLS with WarpPLS 7.0. The results show that Accounting Literacy has a positive and significant effect on Work Interest with a coefficient value of 0.210 ($p < 0.001$). Personal Branding also has a significant effect on Work Interest with a coefficient of 0.326 ($p < 0.001$), while Job Search Platforms significantly influence Work Interest with a coefficient of 0.172 ($p = 0.004$). The R^2 value of 0.299 indicates that the three variables explain 29.9% of the variation in work interest. Meanwhile, Accounting Competency Certification does not moderate the influence of Accounting Literacy on Work Interest (coefficient 0.000; $p = 0.497$), does not moderate the influence of Personal Branding on Work Interest (coefficient -0.063 ; $p = 0.165$), and does not moderate the effect of Job Search Platforms on Work Interest (coefficient 0.002; $p = 0.488$). These findings indicate that work interest is more strongly influenced by literacy, personal branding, and digital platform utilization rather than the possession of competency certification.)

Keywords: *Accounting Literacy, Personal Branding, Job Search Platforms, Job Interest, Accounting Competency Certification*