

**THE EFFECT OF MOTIVATION, PARENTAL INFLUENCE, AND
KNOWLEDGE OF ARTIFICIAL INTELLIGENCE ON ACCOUNTING
STUDENTS' INTEREST IN CHOOSING A CAREER AS A PUBLIC
ACCOUNTANT**
(A Study of Accounting Students at Universities in Bengkalis City)

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ABSTRACT

This study aims to analyze the effect of motivation, Parental Influence, and knowledge of Artificial Intelligence (AI) on accounting students' interest in choosing a career as a public accountant in Bengkalis District universities. This research approach is quantitative with data collection through questionnaires distributed to 132 7th semester accounting students from Politeknik Negeri Bengkalis, STIE, and STAIN. The sampling technique used purposive sampling based on certain criteria. The results showed that motivation has a t -count value of $1.389 < t \text{ table } 1.657$ with a significance level of $0.167 > 0.05$, which means that motivation has no partial effect on accounting students' interest in choosing a career as a public accountant. Parental Influence has a t -count value of $8.098 > t \text{ table } 1.657$ with a significance level of $0.000 < 0.05$, which means that Parental Influence has a positive and significant effect on student interest. Artificial Intelligence knowledge has a t -count value of $0.733 < t \text{ table } 1.657$ with a significance level of $0.465 > 0.05$, which indicates that AI knowledge does not partially affect student interest. Simultaneously, motivation, Parental Influence, and knowledge of Artificial Intelligence have an F -count value of 35,776 with a significance value of 0.000. A significance value of 0.000 is (< 0.05 , indicates that these three factors together have a significant effect on the interest of accounting students in choosing a career as a public accountant.

Keywords: *motivation, parental influence, Artificial Intelligence knowledge, interest, public accountant*