

**THE INFLUENCE OF JOB MARKET CONSIDERATIONS, TAX  
KNOWLEDGE, AND MOTIVATION ON ACCOUNTING  
STUDENTS' INTEREST IN CHOOSING A TAX CONSULTANT  
CAREER WITH SELF EFFICACY  
AS A MODERATING VARIABLE  
(Study Empirical On College High in Bengkalis)**

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**ABSTRACT**

*Objective study this is for know influence consideration market work, knowledge taxation, and motivation to interest student accountancy in choose career consultant tax with self efficacy as variables moderation. Study this using primary data with technique collection the data through distribution questionnaire to student accounting at the Polytechnic Country Bengkalis, STAIN Bengkalis, and ISNJ Bengkalis. Retrieval sample in study this use non-probability sampling, with method withdrawal samples used is purposive sampling. Method data analysis used is method PLS-SEM analysis with use smartPLS 4.1.1.4.*

*Results study show that variables consideration market work and variables motivation influential to interest student accountancy in choose career consultant tax. Temporary variables knowledge taxation no influential to interest student accountancy in choose career consultant tax. Self efficacy no moderate influence consideration market work to interest student accountancy in choose career consultant tax. However self efficacy moderate (strengthen) influence knowledge taxation to interest student accountancy in choose career consultant tax and also self efficacy moderate (weaken) the influence motivation to interest student accountancy in choose career consultant tax.*

**Keywords:** *Consideration Market Work, Knowledge Taxation, Motivation, Interest Choose Career Consultant Tax, Self Efficacy.*