

**PENGARUH MINAT, MOTIVASI, PENGHARGAAN FINANSIAL, DAN  
PENGETAHUAN TENTANG PAJAK TERHADAP PILIHAN BERKARIR  
DI BIDANG PERPAJAKAN (STUDI PADA MAHASISWA AKUNTANSI  
YANG MENGIKUTI PROGRAM RELAWAN PAJAK)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh minat, motivasi, penghargaan finansial, dan pengetahuan tentang pajak terhadap pilihan berkarir di bidang perpajakan. Jenis penelitian ini adalah penelitian dengan menggunakan pendekatan kuantitatif. Metode pengumpulan data penelitian ini menggunakan kuesioner, studi pustaka, dan dokumentasi. Sumber data yang digunakan adalah data primer dan data sekunder. Data primer diperoleh dari hasil olah data kuesioner, sedangkan data sekunder diperoleh dari data jumlah relawan pajak pada Kanwil DJP Bali dan berbagai literatur pendukung. Sampel penelitian ini adalah sebanyak 97 responden yang dipilih berdasarkan teknik *purposive sampling*. Hasil penelitian ini menunjukkan bahwa minat, motivasi, dan pengetahuan tentang pajak berpengaruh positif dan signifikan terhadap pilihan berkarir di bidang perpajakan. Sementara itu, penghargaan finansial tidak berpengaruh terhadap pilihan berkarir di bidang perpajakan. Hal ini berarti penghargaan finansial bukanlah alasan utama bagi mahasiswa S1 akuntansi yang mengikuti program relawan pajak memilih karir di bidang perpajakan.

**Kata Kunci :** karir, perpajakan, relawan pajak

***THE EFFECT OF INTEREST, MOTIVATION, FINANCIAL REWARDS,  
AND KNOWLEDGE ABOUT TAX ON CAREER CHOICES IN TAXATION  
(STUDY ON ACCOUNTING STUDENTS THAT FOLLOW TAX  
VOLUNTEERS PROGRAM)***

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***ABSTRACT***

*This research aims to determine the effect of interest, motivation, financial rewards, and knowledge about taxes on career choices in taxation. This type of research is research using a quantitative approach. This research data collection method uses a questionnaire, literature study, and documentation. Sources of data used are primary data and secondary data. Primary data was obtained from the results of the questionnaire data processing, while secondary data were obtained from data on the number of tax volunteers at the Regional Office of DJP Bali and various supporting literature. The sample of this research was 97 respondents who were selected based on the purposive sampling technique. The results of this research indicate that interest, motivation, and knowledge about taxes had a positive and significant effect on career choices in the field of taxation. Meanwhile, financial rewards do not have effect on career choices in the field of taxation. This means that financial rewards are not the main reason for S1 accounting students who attend the tax volunteer program to choose a career in taxation.*

***Keywords : career, taxation, tax volunteer***