

# Factors Affecting Decision Making to Choose Accounting Job of Final Year Accounting Students in Lampang Institutes of Higher Education

## ปัจจัยที่มีผลต่อการตัดสินใจเลือกงานบัญชีของนักศึกษาบัญชีชั้นปีสุดท้ายในสถาบันอุดมศึกษาลำปาง

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### Abstract (บทคัดย่อ)

The purpose of this research was to study factors affecting job selection of accounting students. The data was collected from online questionnaires from the 4th year students in higher education institutions in Lampang province, consisting of 179 people and analyzed by using descriptive statistics and multiple regression analysis. The results of the research showed that factors that influence job selection in self-development had a positive impact on the selection of the desired job. While the factors of salary and welfare, organization reputation, and working environment regarding job security had no effect on job selection.

**Keywords:** Decision Making; Choose Accounting Job; Institutes of Higher Education

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## บทคัดย่อ (Abstract)

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อการเลือกงานของนักศึกษาบัญชี รวบรวมข้อมูลจากแบบสอบถามออนไลน์ของนักศึกษาชั้นปีที่ 4 ในสถาบันอุดมศึกษาในจังหวัด ลำปาง จำนวน 179 คน วิเคราะห์โดยใช้สถิติพรรณนาและวิเคราะห์การถดถอยพหุคูณ ผลการวิจัย พบว่าปัจจัยที่มีอิทธิพลต่อการเลือกงานของนักศึกษาสาขาวิชาการบัญชี ได้แก่ การพัฒนาตนเองมี อิทธิพลต่อการเลือกงานบัญชี ในขณะที่ปัจจัยด้านเงินเดือนและสวัสดิการ ชื่อเสียงขององค์กร และ สภาพแวดล้อมในการทำงานเกี่ยวกับความมั่นคงของงานไม่มีอิทธิพลต่อการเลือกงานบัญชี

**Key words:** การตัดสินใจ; การเลือกงานบัญชี; สถาบันอุดมศึกษา

## Introduction

At present, accounting is a service business which has a tendency of being highly competitive due to the need for quality service and in accordance with the specified accounting standards. It is coupled with the continuous increase in business which affects the demand for accounting services increased. Therefore, to be able to support the increased demand for accounting services the accounting firm must be ready to provide quality service and comply with the accounting standards as well. Accounting Services, human resources are considered an important component of the organization and an important mechanism for driving quality accounting because the accounting work requires personnel to provide services. Whether it is the work in accounting, auditing, and tax, it relies on personnel to provide services to meet the goals. Entrepreneurs that provide accounting services or other businesses that rely on accounting data, therefore it is necessary to have an accounting staff who is knowledgeable and capable in performing their work in accordance with the accounting standards. If the accounting job does not have a human resource with knowledge, ability, and sufficient time to perform the work it will affect the quality and compliance with the specified accounting standards. At present, the problem of shortage of qualified personnel in the accounting profession has increased as a result of the resignation rate of accounting staff is higher. Besides, it is combined with the number of people who are interested in working in the accounting profession less. As a result, many accounting firms currently face problems with insufficient human resources to provide increased customer service and perform quality accounting work as required by professional standards. Therefore, if the accounting business is able to motivate quality personnel to work, it will result in quality organization.

From the previous literature review on job selection preferences, there are many aspects that can show satisfaction in job selection including the Two-Factors Theory or Herzberg's Theory of Motivation explains that work satisfaction consists of two concepts: concepts that range from satisfaction to no satisfaction and the influence of Motivation Factors and concepts that are bound by Dissatisfaction to No Dissatisfaction and influenced by Hygiene Factors. Otherwise, it can be said that two theories consist of (1) motivation factors or motivators at work include achievement, recognition, advancement, or possibility of growth, work itself, responsibility, and responsibility. (2) Maintenance or Hygiene Factors include Company Policy and Administration, Supervision, Interpersonal Relations with Supervision, Interpersonal Relations with Peers, Interpersonal Relations with Subordinators, Status, Job Security, Personal Life, Working Conditions, and Compensations and Welfares. Therefore, it can be concluded that factors that influence job selection include Occupation development, Salary & Benefits, Corporate reputation, Career environment, and job stability.

Due to lack of personnel in the accounting profession. As a result, the accounting firm, especially the accounting firm has a high competition for recruiting and selecting new staff, particularly students with good academic performance who have previous experience in accounting practice. The factors that make graduates decide to work in accounting vary according to the different conditions of their decision to work in order to secure career advancement, compensation or welfare in order to be most satisfied. Therefore, studying the factors that influence the decision to choose work will make sense of the attitude and motivation in deciding to work for bachelor's degree graduates.

### Research Objectives

The core purpose of this research was to study factors affecting job selection of accounting students. The sub-objectives are as follows.

1. To test the relationship between occupation development influences job selection.
2. To test the relationship between salary and benefits influence job selection.
3. To test the relationship between corporate reputation influences job selection.

4. To test the relationship between career environment influences job selection.

5. To test the relationship between job stability influences job selection.

## Hypotheses

H1: Occupation development influences job selection.

H2: Salary and benefits influence job selection.

H3: Corporate reputation influences job selection.

H4: Career environment influences job selection.

H5: Job stability influences job selection.

## Research Methods

### Population and Sampling

Population and sampling in this research were bachelor degree students in Accounting Department from the universities in Lampang, 4th year, a total of 179 people. The instrument used in the research was a questionnaire received 67 people, equivalent to 37.43%.

### The instrument used in the research

The instrument used in the research was a questionnaire created according to the objectives and conceptual framework established with the following steps.

Part 1 General information of respondents. The questionnaire is a checklist, which is a one-choice question.

Part 2 The opinions about the factors that influence the job selection, covering information about the factors that influence the job selection in all 5 areas, consisting of self-development, salary and welfare, organization reputation, working environment, and work security. The questionnaire is a rating scale.

Episode 3 Comments about choosing the desired job by specifying 4 items of work needs. The questionnaire is a Rating Scale.

Part 4 Comments, problems, and suggestions about factors that influence the job selection of undergraduate students 4th year Accounting Department from universities in Lampang province.

Bring the questionnaire modified by experts to evaluate the conformity index between questions and objectives (IOC) and check the confidence. The evaluation results showed that the consistency index has an average of 0.66 - 1.00, with each

question having an IOC of more than 0.5, indicating that the question is of reliable quality. The questionnaire passed an acceptable criteria and a Cronbach alpha between 0.868 - 0.964 which is greater than 0.7, indicating that the questionnaire is acceptable (Hair et al., 2006).

### Data analysis methods

For data analysis, the researcher divided the statistics to be used in the analysis into 2 types together with the data description. As follows, the statistics used to analyze the overall picture of the questionnaire will use 2 types of descriptive statistics which are mean ( $\bar{X}$ ) and standard deviation (SD) and test hypotheses 1 to 5 in order to test the relationship among self-development, salary and benefits, corporate reputation, corporate environment, and job stability. Moreover, testing the factor affects the selection of the desired job with multiple regression analysis: MAR which can be written as follows:

$$JSP = \beta_0 + \beta_1 OD + \beta_2 SB + \beta_3 CR + \beta_4 CE + \beta_5 JB + \varepsilon$$

### Research Results

Most of the respondents were female (93.9%), Lampang Rajabhat University (60.6%). Hometowns lived in Lampang (75.4%). Income while studying was 7,500 baht or lower (88.7%). Average family income 30,000 baht or less (72.6 percent) and the need for accounting office work (70.8 percent).

The opinion on factors that influence the job selection of undergraduate students 4th year Accounting Program, Universities in Lampang province. is found that undergraduate students in accounting in the 4th year of the universities in Lampang province have opinions about the factors that influence the job selection at a high level ( $\bar{X} = 3.83$ ) when considered in each aspect in order of average, descending from the first 3 levels as follows: Corporate Environment (CE) ( $\bar{X} = 4.16$ ) Job stability (JB) ( $\bar{X} = 4.00$ ) Occupation Development (OD) ( $\bar{X} = 3.88$ ). It show in Table 1.

**Table 1** Opinion on factors that influence the job selection of undergraduate students 4th year Accounting Program, Universities in Lampang province.

Factors that influence the job selection	$\bar{X}$	S.D.	Level of opinion
1. Occupation development (OD)	3.88	0.87	High
2. Salary and benefit (SB)	3.72	0.96	High
3. Corporate reputation (CR)	3.34	0.94	Medium
4. Corporate environment (CE)	4.23	1.05	High
5. Job stability (JB)	4.00	0.94	High
Overall	3.83	0.84	High

The opinions about the desired job selection of the undergraduate students in accounting, it is found that undergraduate students in accounting in the 4th year of the universities in Lampang province have opinions about the factors that influence the job selection at a high level ( $\bar{X} = 3.78$ ) when considered in each aspect in order of average, descending from the first 3 levels as follows: You will accept work that is supported by the labor market ( $\bar{X} = 3.94$ ) You will be accepted when you have completed your studies and academic results are permitted ( $\bar{X} = 3.79$ ) You are quite clear about your job selection ( $\bar{X} = 3.70$ ). It show in Table 2.

**Table 2** Opinions about the desired job selection of the undergraduate students in accounting, 4th year from universities in Lampang province.

The desired job selection (JS)	$\bar{X}$	S.D.	Level of opinion
1. You are quite clear about your job selection.	3.70	1.08	High
2. You will be accepted when you have completed your studies and academic results are permitted.	3.79	1.06	High
3. You will accept work that is supported by the labor market.	3.94	1.08	High
4. You have made plans regarding your future career path.	3.70	1.08	High
Overall	3.78	0.91	High

Analysis of the relationships of factors that influence job selection of undergraduate students, it is found that each independent variable has a statistically significant relationship at the level of 0.05, which may cause problems with the relationship among independent variables (Multicollinearity). Therefore, the researchers conducted the test using the VIF value. It appears that the VIF value of the factors that influence the selection of the work is from 1.654 - 6.831, which is less than 10, indicating that the independent variables are not related (Black, 2006: 585).

When considering the correlation coefficient between variables according to the desired job selection overall the statistical significance is at the level of 0.05, with the correlation coefficient between 0.509 - 0.811. It show in Table 3.

**Table 3** Analysis of the relationships of factors that influence job selection of undergraduate students, 4th year accounting department from universities in Lampang province.

ตัวแปร	JSP	OD	SB	CR	CE	JB	VIF
$\bar{X}$	3.78	3.88	3.72	3.34	4.23	4.00	
S.D.	0.91	0.87	0.96	1.05	1.05	0.94	
JSP	-	0.81*	0.75*	0.51*	0.74*	0.71*	5.88
OD		-	0.83*	0.56*	0.88*	0.87*	6.02
SB			-	0.62*	0.76*	0.77*	3.77
CR				-	0.55*	0.52*	1.65
CE					-	0.89*	6.83
JB						-	5.17

\*\* Statistical significance is at the level of 0.05

Testing the relationship of factors that influence the job selection of undergraduate students, it is found that the factors that influence the job selection in Self-development has a positive impact on the desired job selection with statistical significance at the level of 0.05. Therefore, it accepted the 1st hypothesis. For salary and benefits, corporate reputation, corporate environment, and in terms of job stability, it does not affect the success of the business as a whole (Reject hypotheses 2, 3, 4 and 5). It show in Table 4.

**Table 4** Testing the relationship of factors that influence the job selection of undergraduate students, 4th year accounting department from universities in Lampang province.

Factors that influence the job selection	Unstandardized coefficients		t	Sig
	B	Std. Err		
Constant value (a)	0.389	0.324	1.199	0.235
Occupation development (OD)	0.564	0.187	3.010	0.004*
Salary and benefit (SB)	0.215	0.134	1.600	0.115
Corporate reputation (CR)	0.023	0.092	0.246	0.806
Corporate environment (CE)	0.034	0.166	0.203	0.840
Job stability (JB)	0.046	0.161	0.286	0.776
F= 25.615 AdjR <sup>2</sup> = 0.654 P=0.000				

\*\* Statistical significance is at the level of 0.05

## Research Discussion

From research studies on “Factors Influencing Job Selection of Undergraduate Students 4th Year Accounting Program from Universities in Lampang Province” can discuss the results as follows.

Factors influencing job selection in Self-development, there is a positive relationship with the selection of the desired job as a whole because self-development means making oneself better or change for the better. When the organization has a promotion policy by measuring the ability to work fair will result in new graduates to have the opportunity to develop their potential, experience, skills, ability, and higher potential that will be able to succeed in the future and result in career advancement. This is consistent with the research of Demagalhaes et al. (2011) and Moy & Lee. (2002). The results showed that career development is an important factor in determining job selection. Organizations that provide opportunities for employees to work resulting in career advancement and work positions.

Factors that influence job selection in corporate reputation, corporate environment and work stability does not affect the selection of the desired job. Due



to new graduates are Generation Y students. The group was born during 1981-2000. Generation Y loves independence, wants to do something new that always answers to their needs. Besides, Generation Y loves to work outside. They like to change the working atmosphere, such as photographers, bloggers, etc. Moreover, Generation Y chooses a job that they specialize in, so they don't focus on the reputation of the organization which is consistent with the research of Demagalhaes et al. (2011). The results show that Generation Y's job selection factors focus on job stability, corporate reputation, and corporate environment in the low level, only 23.5%, 22.7% and 2.5% respectively. When compared to the first is the starting salary of 62.2% because Generation Y groups like independence and freedom in working and can quickly change their preferences or needs.

Factors that influence job selection regarding salary and benefits, there is no effect on the selection of the desired job. Due to the graduating students do not want a very high salary, want to focus on work experience or focus on work more than a high salary. High salaries often come with increased responsibilities that new graduates have no work experience yet. Responsibility at work may not be as much as they should. The job selection of the newly graduated students need to focus on the experience or self-development to have knowledge, more capability, have all-round experience, have expertise in their field more than salary and benefits. This is consistent with the research of Bundy, P., & Norris, D (1992). The results showed that the salary and benefits in job satisfaction factors of accounting students have an average of 3.31. When ranking, their salaries ranks 22 out of a total of 35, ranking at a moderate level. The research by Catalanello, Wegener and Zikmund (1978), found that accounting students pay more attention to their work characteristics than high salaries.

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