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The Accounting Profession as a Career Choice: A Confirmatory Factor Analysis

Jullie Jeanette Sondakh
Lecturer, Faculty Economics and Business, Sam Ratulangi University, Manado, Indonesia

Abstract:
In the current era of globalization, competent human resources will become global professionals who must be able to compete without knowing the boundaries of the country. This makes the boundaries between countries seem to be blurred and feels very close, so easy to move the flow of professional personnel from various fields of science from one country to another. This condition spread to the ASEAN region as the formation of ASEAN Economy Community (AEC) at the end of 2015. This situation will have an impact on various professions and one of the most felt the impact of accounting profession. The purpose of this study is to predict students' interest in behavior, whether the formation of ASEAN Economy Community (AEC) will motivate students majoring in accounting to choose a career as an accountant or this situation will create a lack of interest students are not interested to work as accountant because they feel unable to advance to face global competition in the era of AEC. Interest in student behavior to choose a career as an accountant will be tested through Theory of Reasoned Action. This theory is intended to explain the behavior that will be done voluntarily rather than the required behavior. The technique used to solve the problem in this research is to use the regression estimation of Structural Equation Modeling (SEM) model which will be implemented in 2 (two) stages. The first stage is the testing of measurement model through Confirmatory Factor Analysis (CFA) and the second stage is implemented testing the structural model through Full Model analysis by evaluating the Goodness-of-fit criteria. The result of this study found that a few number of indicator of Job-related Factors, Financial Reward Factors, Subjective Norm, Attitude towards a CA Career, and all indicator of Behavioral Intention to pursue a CA Career continued on the next analysis is to test the fit structural model through Goodness of Fit (GOF) test.

Keywords: Accounting profession, theory of reasoned action, structural equation modeling, ASEAN Economic Community

1. Introduction

Along with the continuous investment climate in the current era of globalization and the establishment of ASEAN Economy Community (AEC) by the end of 2015, ASEAN becomes a highly competitive and integrated economic region into the global economy. This situation will have an impact on various professions. Professions that are now open faucet competition in the AEC namely engineers, nurses, architects, surveyors, medical practitioners, dentists, tourism practitioners, and accountants. Professions exposed to open competition in AEC continues to be prepared not to run over the free flow of labor. One of the most competing professions in the current situation is the accounting profession.

Eight of these professions have signed Mutual Recognition Arrangement (MRA) for the ASEAN region. The presence of an MRA ensures professional accountant mobility in the ASEAN region. There are five elements that will be mutually recognized in the accounting services MRA namely education, practice permit, competence, experience and conformity with International Federation of Accountants (IFAC) standards and guidelines.

Description	Year				
	2011	2012	2013	2014	2015
Accountant	50.879	52.270	52.637	53.800	53.800*
Accountant Service Office	-	-	-	-	81
Public Accountant	985	1.016	1.019	1.053	1.109
Public Accounting Firm	417	396	394	388	397
Public Accounting Firm Branch	110	119	119	122	124
Public Accounting Firm collaboration with Foreign Accounting Firm and Foreign Audits Organization	49	45	47	46	48

Table 1: The condition of the Accounting Profession in Indonesia

Accountant data obtained from Center for Financial Professional Development (PPPK) Ministry of Finance Republic Indonesia can be seen in the table above. According to the data contained in the table shows that there is no difference between the accountant data of 2014 and 2015. This is due from 2014 to February 2017, all accountants are required to re-register according to the Regulation of the Minister of Finance Republic Indonesia Number 25 / PMK.01 / 2014.

Especially for accounting services in the ASEAN region, the Ministry of Labor projects the 2016 demand level to reach 12,131 accountants. In the following years, the level of demand for accountant personnel is 9,830 (2017), 8,370 (2018), and 6,898 (2019). It is possible that the numbers are now changing and actually increase when the AEC is valid. Accounting Profession is one of the readiest professions to compete in the ASEAN region.

Conditions such as this raises problems related to the readiness of the accounting profession in preparing professional accountants with qualifications and high competence that are capable and dare to take risks to advance against competition in the ASEAN region. This problem is not only seen in terms of qualifications and competencies as professional accountants to be prepared by professional organizations, but also the readiness of higher education institutions to meet the accounting firms market for 2016 according to the Ministry of Menpower survey is estimated to require 12,131 accountants.

2. Literature Review

2.1. Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is powerful and flexible statistic technique that has become an increasingly popular tool in all area of psychology including educational research. CFA focus on modeling the relationship between manifest (i.e., observed) indicators and underlying latent variables (factors). CFA is a confirmatory technique-it is theory driven. Therefore, the planning of the analysis is driven by the theoretical relationship among the observed and unobserved variables. When a CFA conducted, the researcher uses a hypothesized model to estimate the population covariance matrix that is compared with the observed covariance matrix. Technically, the researcher wants to minimize the difference between the estimated and observed matrices (Schreiber et al., 2006).

CFA is a type of structural equation modeling (SEM) that deals specifically with measurement models, that is, the relationship between observed measures or indicators and latent variables or factors. A fundamental feature of CFA is its hypothesis-driven nature. The researcher must have a firm a priori sense, based on past evidence and theory, of the number of factors that exist in data, of which indicators are related to which factors. CFA has become one of the most commonly used statistical procedures in applied research. (Brown, 2006)

CFA can be used as the sole statistical strategy for testing hypotheses about the relations among a set of variables, it is best understood as an instance of the general structural equation modeling (Bollen, 1989; Hoyle, 1995a). In that model, a useful distinction is made between the measurement model and the structural model (Anderson & Gerbing, 1988). The measurement model (CFA) concerns the relations between measures of constructs, indicators, and the contracts they were designed to measure (factors). The structural model concerns the directional relations between constructs. In a full application of structural equation modeling, the measurement model is used to model constructs, between which directional relations are modeled and tested in the structural model (Hoyle, 2000)

The factor analysis is a way to search for a variable number of indicators that can maximize the correlation between the indicator variables. Before analyzing the structural model, there will be a test about measurement model to test the validity and reliability of indicators forming the latent constructs or variables to perform confirmatory factor analysis (CFA). Therefore, the focus of this study is the first phase of modeling SEM, which is measurement model that aims to get constructs or latent variables that fit with the test CFA before proceeding to the next stage of modeling SEM, which is the structural model.

2.2. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein (1980) is a well-developed and widely applied behavioral model focused on personal interest and social influence. Information processing approach to attitude development is the core of this theory. The TRA provides a general theoretical model for predicting the behavior intention based on an individual's beliefs (Djatej et al., 2015). The TRA is a model which proposed that the prediction of an individual's behavior in a particular situation can be explained (Khan et al., 2013).

This model provides a social psychological framework which has proven useful in explaining many types of behavior (Ajzen & Fishbein, 1980; Sheppard et al., 1988) and has been suggested as a useful framework for examining the variables affecting career choice (Cohen & Hanno, 1993; Stader & Katz, 1990). A finding of empirical support that this theory has been applied successfully in the accounting profession such as behavioral intention for fraudulent reporting behavior (Noor & Mohd, 2008); unethical and fraudulent financial reporting (Carpenter & Reimers, 2005); attitudes of accounting students toward becoming a chartered accountant (Felton et al., 1995); accounting students' career choice (Law, 2010).

During the past decade, studies have also concentrated on trying to find relationship between accounting students' career decisions and the influence of vocational factors (Sugahara & Boland, 2009). Felton et al., (1994), examined the correlation between the decisions of students in Canadian business majors to choose a career as chartered accountant. The results of multi-discriminate regression analysis discovered that Canadian students with accounting majors appeared to place

higher emphasis on good long-term earnings and promising job availability. Similar results were found by Hermanson et al., (1995) and Felton et al., (1995). The TRA is intuitively appealing to accountants. Based on an assumption of human rationality, the TRA employs a structure consistent with economic theories of choice under uncertainty (Arrow, 1971), which are the foundation of many other schools of accounting thought, such as agency theory and the positive theory of accounting.

This study uses the Theory of Reasoned Action as its conceptual framework. According to TRA, as applied in this study, a student's intention to work in a particular field (based on their major) is rooted in his or her attitude toward the major as well as subjective norm, the relevant beliefs of those individuals important to the student (such as family, friends, other students, professors, and high school teachers/advisors). A student thus chooses a major and intends to work in that field based on his/her attitude toward the major and the influence of others (subjective norm). A student's attitude toward the major is formed by his or her beliefs concerning a variety of important characteristics, such as interest, aptitude, salary, job availability and security, personal and social image, and difficulty/workload of a major (Downey et al., 2011). The TRA helps to specify the key variables in the choice of an accounting career and provides an integrative framework for future research (Felton et al., 1995)

2.3. Prior Research

Several major career development theories recognize that values play a significant role in the career decision making process (Krumboltz, 1979; Lent et al., 1994; Super, 1980). Consequently, several studies relied on Carpenter and Foster's (1997) three-dimensional model to explore the factors affecting students' career decisions (Argawala, 2008). This model recognizes that a career's perceived value is determined by the importance an individual place on intrinsic factors (e.g., intellectual interest, job satisfaction), extrinsic factors (e.g., availability of employment, remuneration) and interpersonal factors (i.e., the influence of others).

Other researchers, interested in career choice in accounting, have used the TRA (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) to examine the factors that impact on students' career decision (e.g. Felton et al., 1995; Jackling & Keneley, 2009). In one of the earliest research studies, Paolilo and Estes (1982) surveyed accountants, lawyers, engineers, and doctors to determine the importance of 12 career-choice factors to each of these professional groupings. They found that aptitude for the subject, job satisfaction, and earnings potential were the most important career choice factors for accountants. This study reported that teachers had a greater influence than parents or peers on students' decision to pursue a career in accounting. The influence of parents was also much greater for accountants than for three other professional groups. Marann Byrne et al., (2011) studies show that their parents and subject teachers are the only one people who influence their career decisions with friends, relatives, quest speakers and interestingly, career guidance teachers having no influence. Also, they consider job satisfaction to be the most important criteria when selecting a career, followed by good working conditions and career aptitude.

The importance of salary and earning potential in student choice of major has been highlighted in many studies (Berger, 1988; Farley & Staniec, 2004; Felton et al., 1994; Lowe & Simons, 1997; Walstrom, et al., 2008). Ahmed et al., (1997) tested final year students in the Accounting departments of five universities in New Zealand and they found that these students gave a high priority to financial and market factors in choosing a career in chartered accountancy. Gul et al., (1989) who found that job satisfaction, earnings potential, the availability of employment and aptitude for the subject were the factors that most significantly influenced the decision to pursue Accountancy as a discipline.

One of the essential contributions that TRA model offers is the inclusion of social environment as a factor in an individual's career decision making. The TRA recognizes that individuals are influenced by the beliefs of people whom they consider important. Social influence plays a critical role in determining behavior in a wide variety of domains, including career choice (Vallerand et al., 1992). Other people can be very influential in a student's choice of a college major. Labeled subjective norm in TRA, it holds that salient others influence one's intention to perform a behavior (Ajzen & Fishbein, 1980). There are many potential salient others for students selecting major/career, which are reported in the literature. These include parents or family (Calkins & Welki, 2006; Farley & Staniec, 2004), high school teachers or counselors (Calkins & Welki, 2006; Mauldin et al., 2000), college instructors (Downey et al., 2009; Saemann & Crooker, 1999), and friends or other students (Bartol, 1976; Calkins & Welki, 2006; Mauldin et al., 2000). These influential others may provide information, opinions, verbal encouragement, and support regarding the selection of a college major.

Personal interest, in this study, refers to an individual's overall view and attitudes about an accounting major. In general, a higher personal interest and more positive attitude toward accounting is expected to be associated with a greater intention to pursue an accounting major, though the positive correlation may not be perfect and can be affected by other factor such as fields of study (Djatej et al., 2015). The attitude toward behavior is under the influence of the individual's general feelings about performing the behavior. An empirical study of taxpayer's behavior proves that attitude shows positive effect on behavioral intention, and these results matches with the viewpoints of Azjen (1985); Davis et al., (1989); Hung et al., (2006) and Sondakh (2017). Beliefs of an individual are the source of attitudes (Ajzen, 1991). This Attitude could be a positive or negative perception of performing or not performing the behavior of interest (Ajzen, 2005). Fishbein and Ajzen (1975) showed that an individual who has strong beliefs followed by positive outcomes as a result of performing the behavior and will have a positive attitude toward that behavior. In contrast, an individual who keep strong beliefs followed by a negative outcome from the behavior will have a negative attitude toward that behavior.

The attitude toward behavior and subjective norm can be applied as an indicator of behavioral intention. Behavioral intention, based on the theory is a determinant of behavior and helps in explaining the performance or non-performance of that behavior (Fishbein & Ajzen, 1975). In fact, the given behavior is under influence of behavioral intention (Beck & Ajzen, 1991). However, other studies noted that taking accounting in school had no significant impact on choosing a career in accounting (Ahmed et al., 1997; Jones & Wright, 2010).

3. Research Methodology

3.1. Research Design

As defined before, the objective of this research project is to investigate whether various influential factors are statistically associated with a student's intention to become a Chartered Accountant (CA). A questionnaire was designed to gather data on the relative importance of set variables on the career decisions to become a CA. These were synthesized from the prior studies discussed above which examined the relative importance of various variables on students' choice of career or academic major. These attributes, were mainly replicated from previous literature used by Felton et al., (1995), Sugahara & Boland (2006); Byrne et al., (2012); Myburgh (2005).

This study uses two (2) variables exogenous which are Job Related Factors (JRF) and Financial Rewards Factors (FRF) and 3 (three) variables endogenous which are Subjective Norm (SN), Attitude toward a CA Career (AT) and Behavioral Intention to Pursue a CA Career (BI). Overall the number of variables of this research there are five (5) variables and everything is a latent variable that cannot be measured directly, so that the measurement via the indicator variables (the manifest variables). Respondents were asked to indicate how important each of the variables were to them choosing a career using a 5-point Likert Scale ranged from 1= "strongly disagree" to 5= "strongly agree."

3.2. Data Collection

The principal objective of the current study is to explore differences in the importance of various variables to those who intend entering the accounting profession, those who would consider doing so and those who would not. The population of interest comprised all undergraduate accounting students in two (2) universities in North Sulawesi consist of Sam Ratulangi University and Manado State University. The respondents sampled in this study are 250 respondents consist of 150 respondents from Sam Ratulangi Universities and 100 respondents from Manado State University. After eliminating unusable samples, 218 effective responses (87,20% effective response rate) were obtained consisted of 135 respondents (61,93%) from Sam Ratulangi Universities and 83 respondents (38,07%) from Manado State University This comprised 71 males (32,57%) and 147 females (67,43%), and also consisted of 196 students (89,91%) who wanted to become a CA and 22 students (10,09%) who did not want to become a CA. When it comes to majoring in accounting, this education is unique in that students frequently major in accounting even though they may not want to become a CA.

The sampling technique is purposive sampling where the sample carefully selected so that relevant to the research design. In purposive sampling, researchers determined the conditions for the sample to fit the purpose of research. Determination of the number of samples in this study take into account the use of models of SEM (Structural Equation Modeling) that recommends the number of samples between 100-300 and not more than 400 samples. The sample size plays an important role in the estimation and interpretation of the results of SEM. According Hair (1998) sample size according to SEM is between 100-200 samples. If the sample size is too large for example 400, then the method becomes very sensitive so it is difficult to get a proper measure of goodness of fit. Questionnaires which can be processed in total is 218 questionnaires are already eligible for SEM analysis. This study uses AMOS 18.00 for SEM analysis.

4. Results and Discussion

4.1. The Results of Latent Variables Estimation per Construct Research

This section discusses the non-dimensional conception as measured by Confirmatory Factor Analysis (CFA) on SEM analysis. Each constructs or latent variables can be evaluated separately by (1) the significance factor loading and (2) assess Construct Reliability and Variance Extracted. Evaluation or test the validity of the significance factor loading (convergent validity) and the estimation of measurement reliability and Variance Extracted from Job Related Factors (JRF), Financial Rewards Factors (FRF), Subjective Norm (SN), Attitude toward a CA Career (AT) and Behavioral Intention to Pursue a CA Career (BI). Based on the statement above, the results of this study will discuss each construct latent variables either exogenous or endogenous prior to incorporation into a structural equation model (structural model).
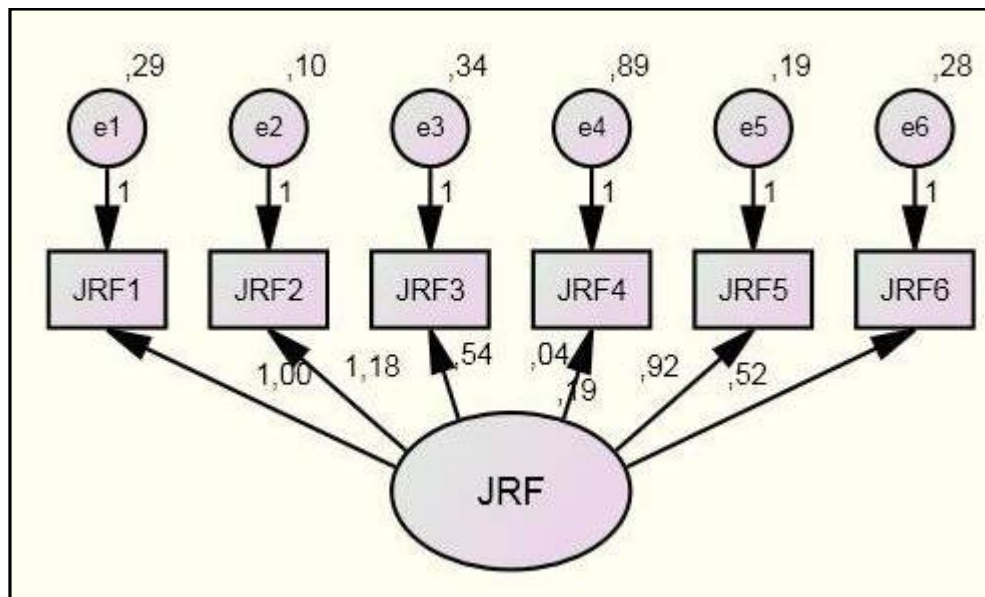
Figure 1

Variable	Standardized Loading Factor $\geq$ 0,50	Critical Ratio >2,0	Reliabilities		P	Des
			Construct Reliability $\geq$ 0,70	Variance Extracted $\geq$ 0,50		
JRF1 ← JRF	0,635	-			0,000	Valid
JRF2 ← JRF	**0,848**	**8,364**			**0,000**	**Valid**
JRF3 ← JRF	0,382	4,806			0,000	Valid
JRF4 ← JRF	0,017	0,227			0,821	Not Valid
JRF5 ← JRF	0,678	7,640			0,000	Valid
JRF6 ← JRF	0,392	4,924			0,000	Valid
Job-Related Factors **(JRF)**			0,679	0,314		

Table 2: Significance Test Results Validity and Reliability Job Related Factors
Source: Adapted from the output estimation, 2017

Evaluation of test results the degree of suitability model (Goodness-of-fit) between the data model, then the results obtained statistical output for perceived usefulness variable which can be seen in the appendix and summarized output estimates outlined in Table 2 above. From the estimation of Standardized Loading Factor in Table 2 above are found that Job-Related Factors of the indicator variable is JRF1, JRF2 and JRF5 with factor loading of more than 0,5 were retained for the purpose of this analysis. The results of output estimates explained that JRF3, JRF4 and JRF6 with factor loading of less than 0,5 should be rejected.

Reliability of Job Related Factors is known by looking at the value that is equal to 0.679. Construct Reliability not exceeded the cut-off value is 0.70 and amounted to 0.314 Variance Extracted which also has not passed the cut-off value is 0.50. Thus, it can be said that all indicators of this variable have not been properly explain the constructs or latent variables Job Related Factors were studied.

Variable	Standardized Loading Factor $\geq$ 0,50	Critical Ratio > 2,0	Reliabilities		P	Des
			Construct Reliability $\geq$ 0,70	Variance Extracted $\geq$ 0,50		
FRF1 ← FRF	0,469	-			0,000	Valid
FRF2 ← FRF	0,662	6,336			0,000	Valid
FRF3 ← FRF	**0,945**	**5,096**			**0,000**	**Valid**
Financial Rewards Factors **(FRF)**			0,740	0,507		

Table 3: Significance Test Results Validity and Reliability Financial Rewards Factors
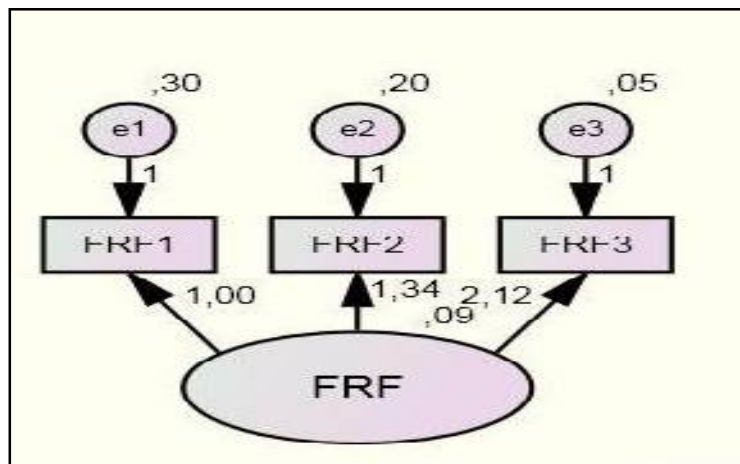*Source: Adapted from the output estimation, 2017*

Figure 2

Evaluation of test results the degree of suitability model (Goodness-of-fit) between the data model, then the results obtained statistical output for variable Financial Rewards Factors, which can be seen in appendix output estimates are summarized outlined in Table 3 above. From the estimation of Standardized Loading Factor in Table 3 above are found that Financial Rewards Factors of the indicator variable is FRF2 and FRF3 with factor loading of more than 0,5 were retained for the purpose of this analysis. The results of output estimates explained that FRF1 with factor loading of less than 0,5 should be rejected.

The reliability of Financial Rewards Factors is known by looking at the value that is equal to Construct Reliability 0,740 already exceeded the cut-off value is 0.70 and amounted to 0.507 Variance Extracted which also has passed the cut-off value is 0.50, it can be said that all the indicators of this variable has been properly explain the constructs or latent variables Financial Rewards Factors were studied.
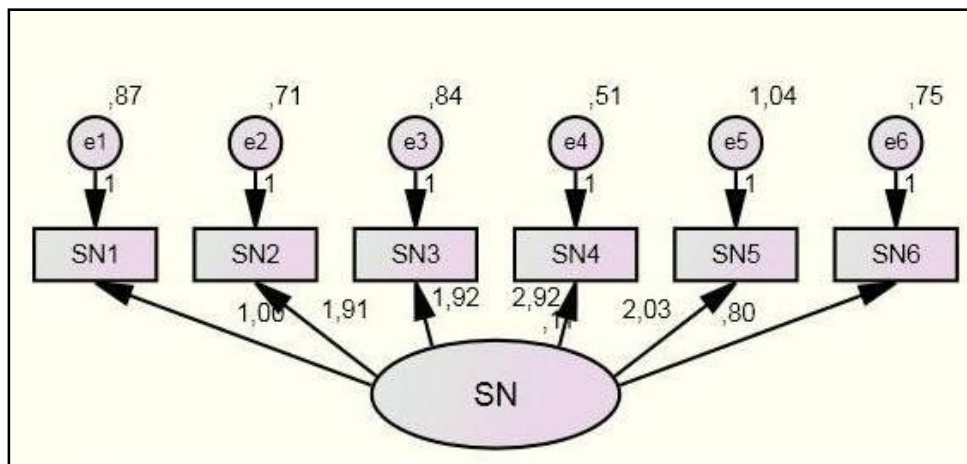

Figure 3

Variable	Standardized Loading Factor $\geq$ 0,50	Critical Ratio > 2,0	Reliabilities		P	Des
			Construct Reliability $\geq$ 0,70	Variance Extracted $\geq$ 0,50		
SN1 ← SN	0,333	-			0,000	Valid
SN2 ← SN	0,598	4,149			0,000	Valid
SN3 ← SN	0,566	3,882			0,000	Valid
SN4 ← SN	**0,803**	**3,958**			**0,000**	**Valid**
SN5 ← SN	0,549	3,815			0,000	Valid
SN6 ← SN	0,291	3,056			0.002	Valid
Subjective Norm (SN)			0,702	0,303		

Table 4: Significance Test Results Validity and Reliability Subjective Norm
Source: Adapted from the output estimation, 2017

Evaluation of test results the degree of suitability model (Goodness-of-fit) between the data model, then the results obtained statistical output for variable attitudes toward the use of e-SPT, which can be seen in appendix output estimates are summarized outlined in Table 4 above. From the estimation of Standardized Loading Factor in Table 4 above are found that the indicator variable of Subjective Norm namely SN2-SN5, entirely valid because it has the Standardized Factor Loading 0.50. The results of output estimates explained that SN1 and SN6 with factor loading of less than 0,5 should be rejected.
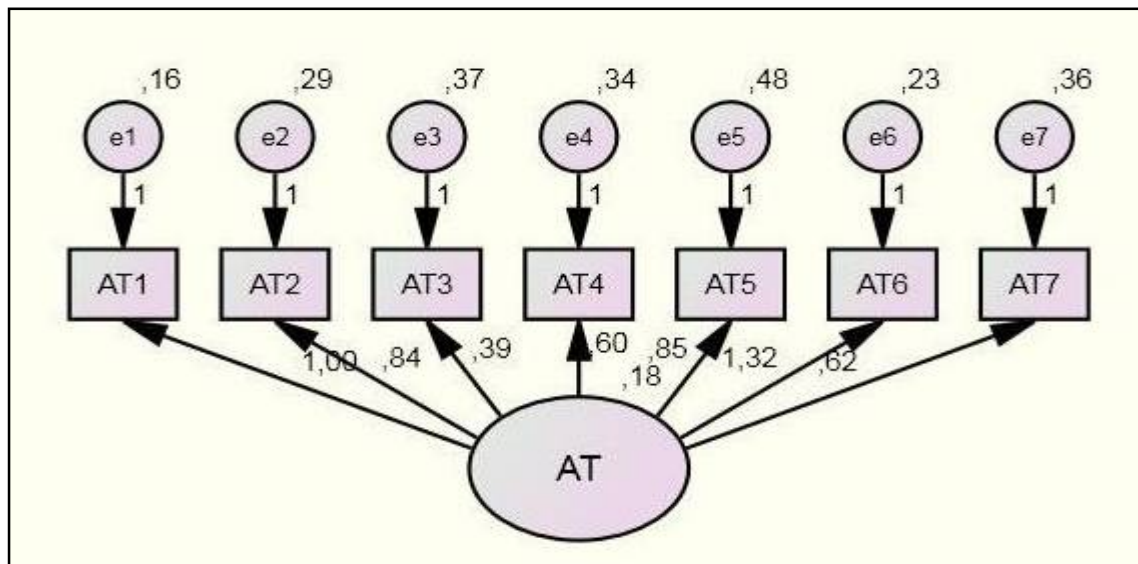

Figure 4

The reliability of the variable Subjective Norm is known by looking at the value that is equal to Construct Reliability 0,702 already exceeded the cut-off value is 0.70 and amounted to 0.303 Variance Extracted which has not passed the cut-off value namely 0.50. Thus, it can be said that all the indicators of this variable have been properly explain the constructs or latent variables Subjective Norm were studied because it was passed one of the cut-off value namely Construct Reliability.

Variable	Standardized Loading Factor $\geq$ 0,50	Critical Ratio (C.R)	Reliabilities		P	Des
			Construct Reliability $\geq$ 0,70	Variance Extracted $\geq$ 0,50		
AT1 ← AT	0,731	-			0,000	Valid
AT2 ← AT	0,555	6,761			0,000	Valid
AT3 ← AT	0,262	3,333			0,000	Valid
AT4 ← AT	0,406	5,099			0,000	Valid
AT5 ← AT	0,466	5,793			0,000	Valid
AT6 ← AT	**0,760**	**9,219**			**0,000**	**Valid**
AT7 ← AT	0,407	4,995			0,000	Valid
Attitude towards a CA Career (AT)	0,722	0,291				

Table 5: Test Results Significance Validity and Reliability Attitude towards a CA Career
Source: Adapted from the output estimation, 2017

Evaluation of test results the degree of suitability model (Goodness-of-fit) between the data model, then the results obtained statistical output for variable Behavioral Intention to use e-SPT, which can be seen in appendix output estimates are summarized described in Table 5 above. From the estimation of Standardized Loading Factor in Table 5 above are found that Attitude towards a CA Career of the indicator variable is AT1, AT2 and AT6 with factor loading of more than 0,5 were retained for the purpose of this analysis. The results of output estimates explained that AT3, AT4, AT5 and AT7 with factor loading of less than 0,5 should be rejected.

The reliability of the variable Behavioral intention to use e-SPT is known by looking at the value that is equal to 0.979 Construct Reliability already exceeded the cut-off value is 0.70 and amounted to 0.977 Variance Extracted which also has passed the cut -off is 0.50, it can be said of all the indicators of this variable has been properly explain the constructs or latent variables of Behavioral Intention to use e-SPT were studied.
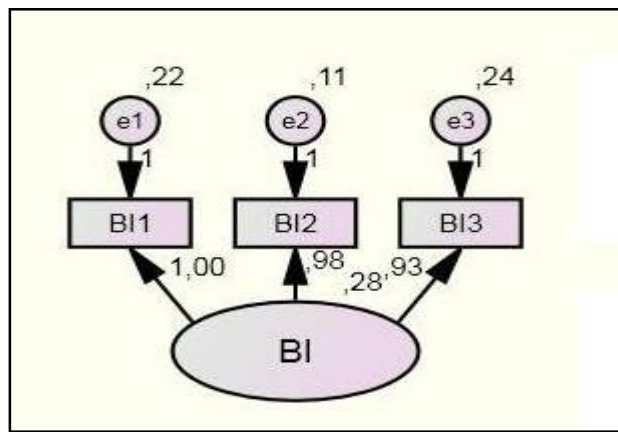
Figure 5

Variable	Standardized Loading Factor ≥ 0,50	Critical Ratio > 2,0	Reliabilities		P	Des
			Construct Reliability ≥ 0,70	Variance Extracted ≥ 0,50		
BI1 ← BI	0,743	-			0,000	Valid
BI2 ← BI	**0,847**	**9,481**			**0,000**	**Valid**
BI3 ← BI	0,706	9,261			0,000	Valid
***Behavioral intention to pursue a CA Career* (BI)**	0,810	0,589				

Table 6: Significance Test Results Validity and Reliability Behavioral Intention to Pursue a CA Career
Source: Adapted from the output estimation, 2017

Evaluation of test results the degree of suitability model (Goodness-of-fit) between the data model, then the results obtained statistical output for perceived usefulness variable which can be seen in the annex and summarized output estimates outlined in Table 2 above. From the estimation of Standardized Loading Factor in Table 6 above are found all the Behavioral Intention to Pursue a CA Career of the indicator variable is BI1-BI3, entirely valid because it has the Standardized Loading Factor 0.50 (Iqbaria et.al., 1997). Thus, there is no indicator removed in subsequent analysis.

5.Conclusion, Implications, Limitations, and Future Research

5.1. Conclusion
Based on the results of the analysis and discussion that have been described previously, then the conclusions of this study can be described as follows:
1. Evaluation of Goodness-of-fit model between data and model based on estimation result of Standardized Loading Factor found indicator of Job-Related Factors (JRF) variable that is JRF1, JRF2 and JRF5, variable of Financial Rewards Factors (FRF) FRF2 and FRF3, Subjective Norm (SN) variables are SN2-SN5, Attitude towards a CA Career (AT) variable is AT1, AT2 and AT6, and all indicator of Behavioral intention to pursue a CA Career (BI) is BI1-BI3 continued on the next analysis is to test the fit structural model through Goodness of Fit (GOF) test.
2. The estimation results based on the reliability of the Financial Rewards Factors (FRF), Subjective Norm (SN), Attitude towards a CA Career (AT), and Behavioral intention to pursue CA Career (BI) variables can precisely explain the constructs or latent variables of the proposed research model. Only Job-Related Factors (JRF) variables do not meet the cut-off value of reliability, thus cannot indicate the proposed constructs or latent variables.
3. All latent variable indicators of Job-Related Factors, Financial Rewards Factors, Subjective Norms, Attitude toward a CA Careers and Behavioral Intentions to Pursue a CA Career have been tested through Confirmatory Factor Analysis (CFA) before being combined into a structural model (structural model).

5.2. Implication
The focus of current research is on SEM's first modeling stage which is the measurement model, which aims to get constructs or latent variables that fit with the test Confirmatory Factor Analysis (CFA) before proceeding to the next modeling stage of SEM which is a structural model. At this stage, validity and reliability tests to find out if all the indicator variables that have been appropriately tested may explain constructs or latent variables studied. Need to be explained in this section that the implications of the results of research carried out in two phases will be apparent after the test results obtained Goodness-of-fit top model of the Theory of Reasoned Action (TRA) were estimated.

5.3. Limitations of Research

Research carried out at this time is a cross-sectional study involving only one period of time with a lot of individual samples. This cross-sectional study has a weakness on the external validity of the results can't be generalized across time.

5.4. Future Research

After determination of confirmatory factor analysis to obtain statistical output for Job-Related Factors (JRF), Financial Rewards Factors (FRF), Subjective Norm (SN), Attitude toward a Career CA (AT) and Behavioral Intention to Pursue a CA Career (BI), then the next step is an interpretation of the confirmatory factor analysis that is evaluating the suitability or feasibility of an overall fit model or model feasibility test. The feasibility test of the model to be implemented at the next stage aims to evaluate in general the degree of fit or goodness of fit (GOF) between data and models. Hair et.al (1998) grouped the GOF into three parts: absolute fit measures (incremental fit measures), incremental fit measures (parsimonious fit measures (parsimony match tests).

The next step is the second stage of SEM modeling that is structural model (Structural Model) which aims to get a Full Model that can be analyzed and evaluated Goodness-of-fit criteria. In this second stage, combining CFA models of exogenous and endogenous constructs that have been accepted into a whole model or full model to be estimated and analyzed to see the overall model fit and evaluation of the structure model so that it can be obtained by an acceptable model (model feasibility test).

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APPENDIX