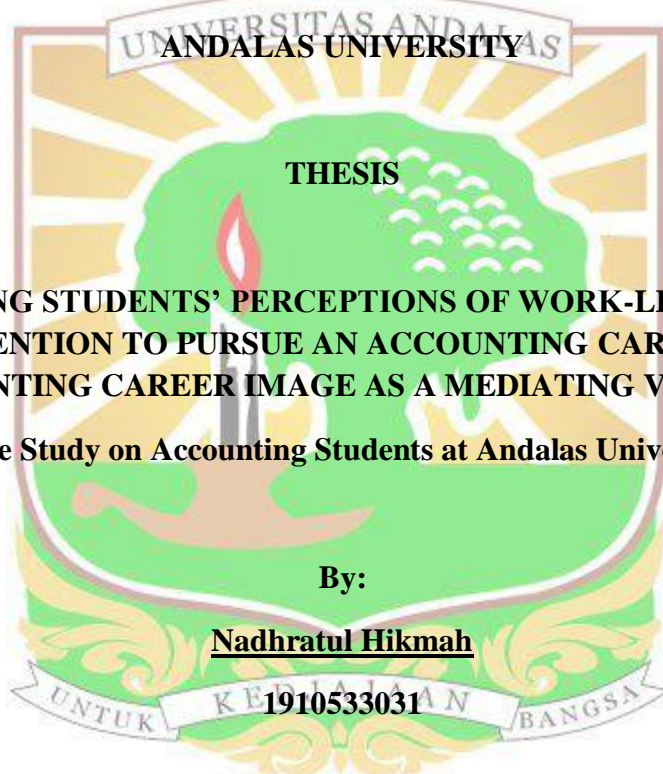




**DEPARTMENT OF ACCOUNTING
FACULTY OF ECONOMICS AND BUSINESS**



ANDALAS UNIVERSITY

THESIS

**ACCOUNTING STUDENTS' PERCEPTIONS OF WORK-LIFE BALANCE
AND INTENTION TO PURSUE AN ACCOUNTING CAREER WITH
ACCOUNTING CAREER IMAGE AS A MEDIATING VARIABLE**

(Case Study on Accounting Students at Andalas University)

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ABSTRACT

This study aims to explore the impact of work-life balance on the intention of accounting students to pursue an accounting career through the image of an accounting career. The population in this study were all active undergraduate students at Andalas University in the accounting study program starting from the 2019-2022 class. The research method involved collecting 123 closed questionnaires using a five-point Likert Scale. The data were analyzed using the Partial Least Squares (PLS) method. The research findings show that there is a positive and significant influence between work-life balance and intention to pursue an accounting career, especially when it is supported by a positive accounting career image. Research findings support the importance of work-life balance and accounting career image in shaping accounting career decisions.

Keyword: *Students' perceptions , Work-life balance, Pursue of accounting careers, Accounting career image, Andalas University*

