

ABSTRAK

MAY SARAH.NIM.7151143027.Pengaruh Kepemimpinan dan Kemampuan Berkomunikasi Guru Terhadap Motivasi Belajar Siswa Mata Pelajaran Komunikasi Bisnis Kelas X Sekolah Menengah Kejuruan Negeri 7 Medan.Skripsi.JurusanEkonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2019.

Permasalahan dalam penelitian ini adalah rendahnya motivasi belajar siswa. Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh Kepemimpinan Guru Terhadap Motivasi Belajar, 2) Pengaruh Kemampuan Berkomunikasi Guru Terhadap Motivasi Belajar, 3) Pengaruh Kepemimpinan Guru dan Kemampuan Berkomunikasi Guru Terhadap Motivasi Belajar Siswa Mata Pelajaran Komunikasi Bisnis Kelas X Sekolah Menengah Kejuruan Negeri 7 Medan. Sampel dalam penelitian ini sebanyak 70 orang.Pengambilan sampel dilakukan dengan teknik *Total Sampling*.

Penelitian ini adalah penelitian Expost Facto, dimana untuk mendapatkan data penelitian digunakan angket, observasi dan dokumentasi. Berdasarkan uji hipotesis secara parsial (uji-t) diperoleh hasil bahwa variable Kepemimpinan Guru berpengaruh positif dan signifikan terhadap motivasi belajar yang ditunjukkan nilai $t_{hitung} > t_{tabel}$ ($5,06 > 1,668$), dan variable kemampuan berkomunikasi guru berpengaruh positif dan signifikan terhadap motivasi belajar yang ditunjukkan nilai $t_{hitung} > t_{tabel}$ ($2,910 > 1,668$). Sedangkan dengan uji hipotesis secara simultan (uji-f) diperoleh hasil bahwa kepemimpinan berpengaruh positif dan signifikan terhadap motivasi belajar yang ditunjukkan nilai $F_{hitung} > F_{tabel}$ ($16,424 > 3,13$). Berdasarkan uji koefisien determinasi, diperoleh nilai R^2 sebesar 0,329 yang artinya kepemimpinan Guru dan kemampuan berkomunikasi guru sebesar 32,9% dapat menjelaskan motivasi belajar dan 67,1% sisanya dijelaskan oleh variabel lain yang tidak dibahas dalam penelitian ini.

Kesimpulan dari penelitian ini adalah ada pengaruh positif dan signifikan kepemimpinan guru dan kemampuan berkomunikasi guru terhadap motivasi belajar siswa mata pelajaran komunikasi bisnis kelas x sekolah menengah kejuruan negeri 7 medan.

Kata Kunci: Kepemimpinan Guru, Kemampuan Berkomunikasi Guru, dan Motivasi Belajar

ABSTRACT

SARAH MAY. NIM.7151143027. Leadership and Communication Ability on the Learning Motivation of Students in Business Communication Subjects in Class X Public Vocational Secondary Schools 7 Medan. Thesis. Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2019.

The problem in this study is the low motivation to learn students. This study aims to determine: 1) The Effect of Leadership on Learning Motivation, 2) The Effect of Teacher's Communication Ability on Learning Motivation, 3) The Effect of Leadership and Teacher's Communication Ability on Student Learning Motivation in Business Communication Subjects in Class X Public Vocational Secondary Schools 7 Medan. The sample in this study were 70 people. Sampling is done by total sampling technique.

This research is Expost Facto research, where to get research data using a questionnaire, observation and documentation. Based on the partial hypothesis test (t-test), the results show that the Leadership variable is positively related and significant to the learning motivation that is indicated by the $t_{count} > t_{table}$ ($5.06 > 1,668$), and the ability variable to encourage teachers who are positive and significant towards learning learning that is discussing tilapia $> t_{table}$ ($2,910 > 1,668$). While the simultaneous hypothesis test (f-test) results obtained that the assessment is positive and significant and the teacher's communication skills are positive and significant towards learning motivation that understands the value of $F > F_{table}$ ($16,424 > 3,13$). Based on the coefficient of determination test, an R^2 of 0.329 was obtained, which means leadership and speaking ability of 32.9% can explain learning motivation and 67.1% can be accepted by other variables not approved in this study.

The conclusion of this study is that there is a positive and significant influence of leadership and communication skills of teachers on student motivation in business communication subjects in class x Public Vocational Secondary Schools 7 Medan.

Keywords: Leadership, Teacher Communication Ability, and Learning Motivation