ABSTRAK

Nelprianti Sitohang , NIM : 7162143011. Pengaruh Persepsi Siswa Tentang Kepribadian dan *Communication Skills* Guru Terhadap Prestasi Belajar Marketing Siswa Kelas X Pemasaran SMK BM Budi Agung Medan T.A 2019/2020. Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi . Universitas Negeri Medan Tahun 2020.

Permasalahan yang dikaji dalam penelitian ini adalah apakah ada pengaruh persepsi siswa tentang kepribadian dan *Communication Skills* guru terhadap prestasi belajar marketing siswa kelas X Pemasaran SMK BM Budi Agung Medan T.A 2019/2020. Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Persepsi Siswa Tentang kepribadian dan *communication Skills* Guru terhadap prestasi belajar marketing siswa Kelas X Pemasaran SMK BM Budi Agung Medan T.A 2019/2020.

Populasi dalam penelitian ini adalah seluruh siswa kelas X pemasaran SMK BM Budi Agung Medan dengan jumlah 38 siswa. Teknik Pengambilan sampel dalam penelitian ini menggunakan teknik *total sampling* dengan sampel 38 responden. Teknik pengumpulan data menggunakan kuesioner sebanyak 20 butir, kuesioner dinyatakan *reliable* dengan *Alpha Cronbach* 0,634 untuk variabel persepsi siswa tentang kepribadian guru dan 0,684 untuk variabel *communication skills* guru. Selain itu digunakan studi dokumentasi untuk prestasi belajar marketing. Teknik analisis data yang digunakan adalah uji normalitas, linearitas, multikolinearitas, analisis regresi linear berganda, determinasi R^2 dan untuk menguji hipotesis digunakan Uji T, uji ini dilakukan untuk mengukur pengaruh secara parsial, sedangkan untuk mengukur pengaruh secara simultan digunakan uji F.

Hasil analisis data menunjukkan bahwa persamaan regresi linear berganda pada penelitian ini yaitu, $Y = 61{,}919 + 0{,}005X_1 + 0{,}213X_2$. Selain itu determinasi nilai *Adjusted R Square* sebesar 0,057 atau 5,7%. Berdasarkan hasil analisis data dapat disimpulkan sebagai berikut: 1) Terdapat pengaruh positif dan tidak signifikan antara persepsi siswa tentang kepribadian guru terhadap prestasi belajar marketing siswa. 2) Terdapat pengaruh positif dan tidak signifikan antara *communication skills* guru terhadap prestasi belajar marketing siswa. 3) terdapat pengaruh secara tidak langsung antara persepsi siswa tentang kepribadian guru dan *communication skills* guru terhadap Prestasi belajar marketing siswa.

Kata Kunci :Persepsi Siswa Tentang Kepribadian Guru , Communication Skills Guru dan Prestasi Belajar Marketing Siswa .

ABSTRACT

Nelprianti Sitohang, NIM : 7162143011. Influence of Student Perceptions About Personality and Communication Skills of Teacher Towards Student Learning Achievement on Marketing Subjects in Class X Majoring in Marketing SMK BM Budi Agung Academic Year 2019/2020. Thesis, Economic Education, Majors Study Program Of Business Education, Faculty Of Economic State University Of Medan 2020.

The problem examined in this study is wheter there is influence students perceptions about personality and *communication skills* of teacher towards students learning achievement on marketing subjects in class X majoring in marketing SMK BM Budi Agung ademic year 2019/2020. The purpose of this study was to determine the effect of students perceptions about Personality and *Communication Skills* of Teacher Towards Student Learning Achievement on Marketing Subjects in Class X Majoring in Marketing SMK BM Budi Agung Academic Year 2019/2020.

The population in this research is all student class X majoring in marketing SMK BM Budi Agung Medan with a total of 38 students. Engineering sample in this study using the questionnaire as many as 20 grains, the questionnaire revealed reliability with *Cronbach Alpha* 0,634 for variable student perceptions about teacher personality and 0,684 for variable *communication skills* of teacher. In addition to the achievements of the documentation study used studied marketing. Data analysis technique used is test of normality, test of linearity, test of multicollinearity, the multiple linear regression, determination R^2 and to test the hypothesis test used the T test, is done to measure the influence of partially, while for measuring influence are simultaneously used test F.

The result of the Analysis of the data indicates that multiple linear regression equations of this research that is, $Y = 61,919 + 0,005X_1 + 0,213X$. And other the value of determination *Adjusted R Square* is 0,057 at 5,7%. Based on the result of the data analysis can be summed up as follows : 1) There is a positive and insignificant influence between student perceptions about teacher personality towards students learning achievement on marketing subjects. 2) There is a positive and insignificant influence between *communication skills* of teacher towards students learning achievement on marketing subjects. 3) There is an indirect influence between student perceptions about personality and *communication skills* of teacher towards student learning achievement on marketing subjects.

Keywords : Student Perceptions about Teacher Personality, Communication Skills Of Teacher , Student Achievement Of Learning Marketing.