

ABSTRAK

Sani Simbolon, Nim 7172143013. Pengaruh Pemanfaatan Media *E-Learning* Dan Motivasi Belajar Terhadap Prestasi Belajar Mahasiswa Program Studi Pendidikan Bisnis Stambuk 2018 Fakultas Ekonomi Universitas Negeri Medan, Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan Tahun 2021.

Permasalahan dalam penelitian ini “rendahnya prestasi belajar mahasiswa” program studi pendidikan bisnis stambuk 2018 mata kuliah multimedia pembelajaran bisnis. Metode yang digunakan dalam penelitian ini yaitu observasi, dokumentasi dan angket. Hasil analisis data menggunakan regresi linear berganda dan uji hipotesis dan disimpulkan bahwa pemanfaatan media *e-learning* dan motivasi belajar berpengaruh terhadap prestasi belajar. Hal ini dilihat dari hasil analisis regresi linear berganda diperoleh persamaan $Y = 70,820 + 0,074 X_1 + 0,147 X_2$, selanjutnya dilihat dari nilai signifikan antara pemanfaatan media *e-learning* terhadap prestasi belajar yang ditunjukkan dengan nilai $t_{hitung} < t_{tabel}$ dimana $1,744 < 2,008$ dengan nilai signifikan $0,087 > 0,05$. Begitu juga nilai signifikan antara motivasi belajar terhadap prestasi belajar dimana nilai $t_{hitung} > t_{tabel}$ dimana $3,892 > 2,008$ dengan nilai signifikan $0,000 > 0,05$. Secara simultan (uji F) ditunjukkan dengan nilai $F_{hitung} > F_{tabel}$ dimana $10,914 > 3,180$ dan nilai signifikan $0,00 < 0,05$ sehingga dapat dikatakan bahwa hipotesis diterima. Dengan demikian dapat disimpulkan bahwa pemanfaatan media *e-learning* dan motivasi belajar berpengaruh positif dan signifikan terhadap prestasi belajar mahasiswa program studi pendidikan bisnis stambuk 2018 mata kuliah multimedia pembelajaran bisnis.

Kata Kunci : Pemanfaatan Media E-Learning, Motivasi Belajar, Prestasi Belajar



ABSTRACT

Sani Simbolon, Nim 7172143013. Effect of Media Utilization *E-Learning And Learning* Motivation on Student Achievement in 2018 Stambuk Business Education Study Program, Faculty of Economics, State University of Medan, Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University in 2021 .

Problems in this study "the low achievement of students' business education courses Stambuk 2018 multimedia business learning courses. The methods used in this research are observation, documentation and questionnaires. The results of data analysis used multiple linear regression and hypothesis testing and it was concluded that the use of media *e-learning* and motivation had an effect on learning achievement. This can be seen from the results of multiple linear regression analysis obtained by the equation $Y = 70,820 + 0.074 X_1 + 0.147 X_2$, then seen from the significant value between the use of media *e-learning* on achievement which is indicated by the value of $t_{count} < t_{table}$ where $1.744 < 2.008$ with a significant value of $0.087 > 0.05$. Likewise, the significant value between learning motivation and learning achievement where the value of $t_{count} > t_{table}$ where $3,892 > 2,008$ with a significant value of $0,000 > 0.05$. Simultaneously (F test) is indicated by the value of $F_{count} > F_{table}$ where $10.914 > 3.180$ and a significant value of $0.00 < 0.05$ so that it can be said that the hypothesis is accepted. Thus it can be concluded that the use of media *e-learning* and motivation has a positive and significant effect on student achievement of the 2018 business education study program in business learning multimedia courses.

Keywords: E-Learning Media Utilization, Learning Motivation, Learning Achievement

