

ABSTRAK

Debora Purba, NIM. 7171143008. “ Pengaruh Pemanfaatan *E-Learning* Dan Motivasi Belajar Terhadap Hasil Belajar Siswa SMK Negeri 7 Medan”. Skripsi, Jurusan Ekonomi Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2021.

Permasalahan dalam penelitian ini adalah rendahnya hasil belajar pengelolaan bisnis ritel pada siswa kelas XI Jurusan Bisnis Daring dan Pemasaran dimana masih ditemukan siswa yang memiliki nilai hasil belajar dibawah KKM. Penelitian ini bertujuan untuk mengetahui pengaruh pemanfaatan *E-Learning* dan motivasi belajar terhadap hasil belajar siswa smk negeri 7 medan. Penelitian ini dilakukan di kelas XI BDP 1 dan 2 SMK Negeri 7 Medan dengan populasi seluruh siswa kelas XI Bisnis Daring dan Pemasaran yang berjumlah 68 orang. Pengumpulan data dilakukan dengan cara observasi, dokumentasi dan angket. Kemudian data yang terkumpul diolah menggunakan regresi linear berganda dengan bantuan *software SPSS Versi 23*. Dari hasil analisis regresi linear berganda dan uji hipotesis dapat disimpulkan bahwa Pemanfaatan *E-Learning* dan Motivasi Belajar berpengaruh terhadap Hasil Belajar Hal ini dapat dilihat dari hasil analisis regresi linear berganda diperoleh persamaan $Y = 7,864 + 0,833X_1 + 0,323X_2$. Selanjutnya dari hasil penelitian, diperoleh Pemanfaatan *E-Learning* (X1) berpengaruh positif dan signifikan terhadap hasil belajar(Y) yang ditunjukkan dengan nilai t_{hitung} sebesar $3,365 > t_{tabel} 1,995$ dengan taraf signifikan $\alpha 0,001 < 0,05$. Motivasi Belajar (X2) terhadap Hasil Belajar (Y) dengan nilai t_{hitung} sebesar $2,099 > t_{tabel} 1,995$ dengan taraf signifikan $\alpha 0,000 < 0,05$. Secara simultan (Uji F) ditunjukkan dengan nilai hasil F_{hitung} sebesar $5,839 > F_{tabel} 3,13$ taraf signifikan $0,005 < 0,05$, sehingga dapat dikatakan hipotesis diterima. Berdasarkan uji koefisien determinasi diperoleh R^2 sebesar 0,533 artinya persentasi sumbangan variabel bebas terhadap variabel terikat sebesar 53,3% dan sisanya 46,7% dipengaruhi oleh faktor lain diluar penelitian ini.

Kata Kunci : Pemanfaatan *E-Learning*, Motivasi Belajar, Hasil Belajar

ABSTRACT

Debora Purba, NIM. 7171143008. "The Effect of Utilization E-Learning and Learning Motivation on Student Learning Outcomes at SMK Negeri 7 Medan". Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2021.

The problem in this study is the low learning outcomes of retail business management in class XI students of the Department of Online Business and Marketing where there are still students who have learning outcomes below the KKM. This study aims to determine the effect of using E-Learning and learning motivation on student learning outcomes at SMK Negeri 7 Medan. This research was conducted in class XI BDP 1 and 2 SMK Negeri 7 Medan with a population of all students of class XI Online Business and Marketing, amounting to 68 people. Data was collected by means of observation, documentation and questionnaires. Then the data collected is processed using multiple linear regression with the help of SPSS Version 23 software. From the results of multiple linear regression analysis and hypothesis testing, it can be concluded that the use of E-Learning and Learning Motivation has an effect on Learning Outcomes. This can be seen from the results of multiple linear regression analysis obtained equation $Y = 7,864 + 0,833X_1 + 0,323X_2$. Furthermore, from the results of the study, it was obtained that the use of E-Learning (X_1) had a positive and significant effect on learning outcomes (Y) as indicated by the $t\text{-value}_{count}$ of $3.365 > t_{table} 1.995$ with a level of significant $0.001 < 0.05$. Learning Motivation (X_2) on Learning Outcomes (Y) with a $t\text{-value}_{count}$ of $2.099 > t_{table} 1.995$ with a significant level of $0.000 < 0.05$. Simultaneously (F test) is indicated by the F result value $value_{calculated}$ of $5.839 > F_{table} 3.13$ with a significant level of $0.005 < 0.05$, so it can be said that the hypothesis is accepted. Based on the coefficient of determination test, it was obtained that R^2 was 0.533, meaning that the percentage of the contribution of the independent variable to the dependent variable was 53.3% and the remaining 46.7% was influenced by other factors outside of this study.

Keywords: Utilization of E-Learning, Learning Motivation, Learning Outcomes