

## ABSTRAK

**Kristina Flora Sinaga, NIM 7183143023. Pengaruh Kompetensi Kepribadian Guru Dan Perhatian Orangtua Terhadap Karakter Peserta Didik Kelas XI Bisnis Daring Dan Pemasaran SMK Negeri 1 Medan T.P 2021/2022. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi Universitas Negeri Medan.**

Tujuan penelitian ini untuk mengetahui ada atau tidaknya pengaruh kompetensi kepribadian guru dan perhatian orangtua terhadap karakter peserta didik kelas XI Bisnis daring dan Pemasaran T.P 2021/2022. Penelitian ini dilakukan di SMK Negeri 1 Medan. Populasi dalam penelitian ini berjumlah 68 peserta didik jurusan Bisnis Daring Dan Pemasaran (BDP) yang terdiri dari 2 kelas yaitu BDP 1 dan 2. Teknik pengambilan sampel dilakukan dengan menggunakan sampel jenuh sehingga diperoleh jumlah sampel sebanyak 68 peserta didik. Instrumen pengumpulan data yang digunakan adalah angket kompetensi kepribadian guru, perhatian orangtua, dan karakter peserta didik dalam bentuk skala likert sebanyak masing-masing 20 item soal. Hasil analisis data menggunakan regresi linier berganda dan uji hipotesis. Dapat disimpulkan bahwa kompetensi kepribadian guru dan perhatian orangtua berpengaruh terhadap karakter peserta didik. Hal ini dilihat dari hasil analisis linier berganda diperoleh persamaan  $Y = 2,872 + 0,320X_1 + 0,602X_2 + e$ . Selanjutnya dilihat dari nilai signifikan antara kompetensi kepribadian guru terhadap karakter peserta didik yang ditunjukkan dengan  $t_{hitung} > t_{tabel}$  dimana  $2,448 > 1,668$  dengan nilai signifikan  $0,017 < 0,05$ . Begitu juga nilai signifikan antara perhatian orangtua terhadap karakter peserta didik yang ditunjukkan dengan nilai  $t_{hitung} > t_{tabel}$  dimana  $6,494 > 1,668$  dengan nilai signifikan  $0,000 < 0,05$ . Secara simultan (uji F) ditunjukkan nilai  $F_{hitung} > F_{tabel}$  dimana  $41,271 > 3,14$  dan mempunyai nilai signifikansi sebesar  $0,000 < 0,005$ . Sehingga dapat dikatakan bahwa hipotesis dapat diterima. Dengan demikian disimpulkan bahwa kompetensi kepribadian guru dan perhatian orangtua berpengaruh positif dan signifikan terhadap karakter peserta didik Kelas XI Bisnis Daring Dan Pemasaran SMK Negeri 1 Medan T.P 2021/2022.

**Kata kunci : Kompetensi Kepribadian Guru, Perhatian Orangtua, Karakter**

## ABSTRACT

***Kristina Flora Sinaga, NIM 7183143023. The Influence of Teacher Personality Competence and Parents' Attention to the Character of Class Xi Students in Online Business and Marketing at SMK Negeri 1 Medan T.P 2021/2022. Thesis, Departement Of Economics, Business Education Study Program, Faculty Of Economics, Medan State University.***

*The purpose of this study was to determine whether or not there was an influence of teacher personality competence and parental attention on the character of students in class XI Online Business and Marketing T.P 2021/2022. This research was conducted at SMK Negeri 1 Medan. The population in this study amounted to 68 students majoring in Online Business and Marketing (BDP) which consisted of 2 classes, namely BDP 1 and 2. The sampling technique was carried out using saturated samples so that a total sample of 68 students was obtained. The data collection instrument used was a questionnaire of teacher personality competence, parental attention, and the character of students in the form of a Likert scale of 20 items each. The results of data analysis using multiple linear regression and hypothesis testing. It can be concluded that the teacher's personality competence and parental attention affect the character of the students. It can be seen from the results of multiple linear analysis that the equation  $Y = 2.872 + 0.320X_1 + 0.602X_2 + e$ . Furthermore, it is seen from the significant value between the teacher's personality competence on the character of the students which is indicated by  $t_{count} > t_{table}$  where  $2,448 > 1,668$  with a significant value of  $0.017 < 0.05$ . Likewise, the significant value between parental attention to the character of students is addressed with the value of  $t_{count} > t_{table}$  where  $6.494 > 1.668$  with a significant value of  $0.000 < 0.05$ . Simultaneously ( $F$  test) the calculated  $F$  value  $> F_{table}$  where  $41,271 > 3.14$  and has a significance value of  $0.000 < 0.005$ . So it can be said that the hypothesis can be accepted. Thus, it is concluded that the teacher's personality competence and parental attention have a positive and significant effect on the character of the students of Class XI Online Business and Marketing at SMK Negeri 1 Medan T.P 2021/2022.*

***Keywords: Teacher Personality Competence, Parents Attention, Character***