

ABSTRAK

Megawati Mora Putri, Nim 7181143003. Pengaruh Motivasi Kualitas dan Kondisi Sosial-Ekonomi Keluarga Terhadap Minat Melanjutkan Studi Program Magister Pada Mahasiswa Pendidikan Bisnis Fakultas Ekonomi UNIMED. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2022.

Masalah dalam Penelitian ini adalah rendahnya minat melanjutkan studi program magister pada mahasiswa pendidikan bisnis fakultas ekonomi UNIMED. Tujuan penelitian ini untuk mengetahui pengaruh Motivasi Kualitas dan Kondisi Sosial-Ekonomi Keluarga Terhadap Minat Melanjutkan Studi Program Magister. Populasi dalam penelitian ini berjumlah 52 orang. Teknik pengambilan sampel dilakukan dengan menggunakan total sampling. Sehingga jumlah sampel sebanyak 52 orang. Instrumen pengumpulan data yang digunakan adalah angket dalam bentuk skala Ordinal.

Hasil analisis data menunjukkan bahwa persamaan regresi linear berganda pada penelitian ini yaitu $Y = -13.415 + 1.038 + 0,654 + e$ berarti ada pengaruh positif dan signifikan variabel Motivasi Kualitas dan Kondisi Sosial-Ekonomi terhadap Minat Melanjutkan Studi Program Magister. Pengujian secara parsial (Uji t) untuk uji hipotesis antara Motivasi Kualitas terhadap minat melanjutkan studi program magister menunjukkan nilai thitung $7,674 > t_{tabel}$ sebesar $2,009$ dengan sig $0,000$, untuk uji hipotesis antara kondisi sosial-ekonomi terhadap minat melanjutkan studi program magister menunjukkan nilai thitung $2,181 > t_{tabel}$ sebesar $2,009$ dengan sig $0,034$, dan uji F diperoleh nilai Fhitung $80,614 > F_{tabel}$ $3,19$ dengan sig $0,000$ untuk uji hipotesis secara simultan antara motivasi kualitas dan kondisi sosial-ekonomi keluarga terhadap minat melanjutkan studi program magister. Dengan demikian dapat disimpulkan bahwa motivasi kualitas dan kondisi sosial-ekonomi keluarga berpengaruh positif dan signifikan terhadap minat melanjutkan studi program magister pada mahasiswa Pendidikan Bisnis Fakultas Ekonomi UNIMED. Koefisien determinasi (R^2) yang diperoleh sebesar $0,767$ atau $76,7\%$ dimana hal ini menunjukkan besarnya sumbangan pengaruh yang diberikan oleh variabel motivasi kualitas dan kondisi sosial-ekonomi keluarga terhadap minat melanjutkan studi program magister sebesar $76,7\%$.

Kata Kunci : Motivasi Kualitas, Kondisi Sosial-Ekonomi Keluarga, Minat Melanjutkan Studi Program Magister.

ABSTRACT

Megawati Mora Putri, Nim 7181143003. The Influence of Quality Motivation and Family Socioeconomic Conditionson Interest in Continuing Masters Program Studies in Business Education Students, Faculty of Economics, UNIMED. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2022.

The problem in this research is the low interest in continuing their master's program studies in business education students at the UNIMED Faculty of Economics. The purpose of this study was to determine the effect of Quality Motivation and Family Socioeconomic Conditionson Interest in Continuing Masters Program Studies. The population in this study amounted to 52 people. The sampling technique was carried out using total sampling. So the number of samples as many as 52 people. The data collection instrument used was a questionnaire in the form of an Ordinal scale.

The results of data analysis show that the multiple linear regression equation in this study is $Y = -13.415 + 1.038 + 0,654 + e$, which means that there is a positive and significant influence on the variables of Quality Motivation and Family Socioeconomic Conditions on Interest in Continuing Study in the Masters Program. Partial testing (t test) to test the hypothesis between Quality Motivation and interest in continuing to study in the master program shows a tcount of 7,674 > ttable of 2.009 with sig 0.000, to test the hypothesis between Family Socioeconomic Conditions and interest in continuing to study in a master's program showing a tcount of 2,181 > t table of 2.009 with sig 0.034, and F test obtained value of Fcount 80,614 > Ftable 3.19 with sig 0.000 to test the hypothesis simultaneously between Quality Motivation and Family Socioeconomic Conditions on interest in continuing the study of the master's program. Thus, it can be concluded that the Quality Motivation and Family Socioeconomic Conditions have a positive and significant effect on the interest in continuing the study of the master's program in Business Education students, Faculty of Economics, UNIMED. The coefficient of determination (R²) obtained is 0.767 or 76,7% where this shows the magnitude of the contribution of the influence given by the Quality motivation variables and Family Socioeconomic Conditions to the interest in continuing the master's program study of 76,7%.

Keywords: Quality Motivation, Family Socioeconomic Conditions, Interest in Continuing Study in Master Program.