

ABSTRAK

Rafiah Ardiyati, NIM : 7192443014. Pengaruh Regulasi Diri dan Karakter Terhadap Prestasi Belajar Siswa Jurusan Pemasaran SMK Negeri 1 Kota Padangsidempuan, Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui Pengaruh Regulasi Diri dan Karakter terhadap Prestasi Belajar Siswa Jurusan Pemasaran SMK Negeri 1 Kota Padangsidempuan. Populasi dalam penelitian ini berjumlah 69 orang. Teknik pengambilan sampel dilakukan dengan menggunakan total sampling, sehingga seluruh populasi dijadikan sebagai sampel yaitu sebanyak 69 orang. Instrumen pengumpulan data yang digunakan berupa kuesioner dalam skala likert. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan uji hipotesis yaitu Uji Parsial (Uji-T), Uji Simultan (Uji-F), dan Koefisien Determinasi (R^2). Berdasarkan analisis yang telah dilakukan, diperoleh hasil Regulasi Diri memiliki pengaruh yang signifikan terhadap Prestasi Belajar Siswa Jurusan Pemasaran SMK Negeri 1 Kota Padangsidempuan. Kemudian Karakter berpengaruh signifikan terhadap Prestasi Belajar Siswa Jurusan Pemasaran SMK Negeri 1 Kota Padangsidempuan. Selain itu, Regulasi Diri dan Karakter berpengaruh signifikan terhadap Prestasi Belajar Siswa Jurusan Pemasaran SMK Negeri 1 Kota Padangsidempuan. Dalam Uji koefisien determinasi diperoleh hasil sebesar 43,4% yang dapat dijelaskan regulasi diri dan karakter, sedangkan sisanya yaitu sebesar 56,6% dapat dijelaskan oleh pengaruh variabel lain yang tidak diteliti oleh penulis.

Kata Kunci : Regulasi Diri, Karakter, Prestasi belajar.

ABSTRACT

Rafiah Ardiyati, NIM: 7192443014. The Influence of Self-Regulation and Character on the Learning Achievement of Marketing Department Students at SMK Negeri 1 Padangsidempuan City. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2024.

This research aims to determine the influence of self-regulation and character on the learning achievement of students majoring in marketing at SMK Negeri 1 Padangsidempuan City. The population in this study was 69 people. The sampling technique was carried out using total sampling, so that the entire population was used as a sample, namely 69 people. The data collection instrument used was a questionnaire on a Likert scale. The data analysis technique used in this research is multiple linear regression analysis with hypothesis testing, namely Partial Test (T-Test), Simultaneous Test (F-Test), and Determination Coefficient (R²). Based on the analysis that has been carried out, the results obtained are that Self-Regulation has a significant influence on the Learning Achievement of Marketing Department Students at SMK Negeri 1 Padangsidempuan City. Then character has a significant effect on the learning achievement of students majoring in marketing at SMK Negeri 1 Padangsidempuan City. Apart from that, Self-Regulation and Character have a significant effect on the Learning Achievement of Marketing Department Students at SMK Negeri 1 Padangsidempuan City. In the coefficient of determination test, the results obtained were 43.4% which could be explained by self-regulation and character, while the remaining 56.6% could be explained by the influence of other variables not researched by the author.

Keywords: Self Regulation, Character, Learning Achievement.