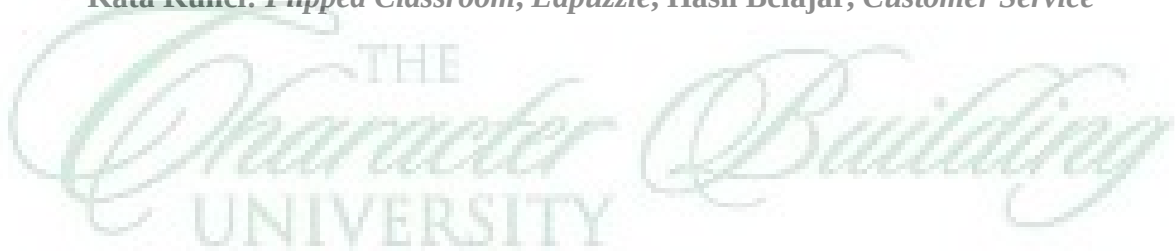


## ABSTRAK

**Angelica Astrid Natasya Sinaga, 721443010. Pengaruh Model Pembelajaran *Flipped Classroom* Berbantu Media *Edpuzzle* terhadap Hasil Belajar Siswa Kelas XI Pemasaran pada Mata Pelajaran *Customer service* di SMK Negeri 7 Medan. Skripsi: Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan Tahun 2025.**

Penelitian ini bertujuan untuk mengetahui pengaruh model pembelajaran *Flipped Classroom* berbantu media *Edpuzzle* terhadap hasil belajar siswa pada mata pelajaran *Customer Service* kelas XI Pemasaran di SMK Negeri 7 Medan. Metode penelitian yang digunakan adalah *quasi experimental design* dengan bentuk *Nonequivalent Control Group Design*. Sampel penelitian terdiri dari dua kelas, yaitu kelas XI PM 1 sebagai kelas eksperimen yang diberi perlakuan menggunakan *Flipped Classroom* berbantu *Edpuzzle*, dan kelas XI PM 2 sebagai kelas kontrol dengan pembelajaran konvensional, dengan total sampel sebanyak 63 siswa. Teknik pengumpulan data menggunakan tes hasil belajar berupa soal pilihan ganda. Analisis data dilakukan melalui uji normalitas, uji homogenitas, uji N-Gain, dan uji hipotesis menggunakan independent sample t-test. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan dari penerapan model *Flipped Classroom* berbantu media *Edpuzzle* terhadap hasil belajar siswa. Hal ini dibuktikan dari hasil uji t dengan nilai Sig. (2-tailed) sebesar  $0,000 < 0,05$  dan  $t_{hitung}$  sebesar  $9,282 > t_{tabel} 1,67022$  sehingga  $H_0$  ditolak dan  $H_a$  diterima. Selain itu, nilai rata-rata posttest kelas eksperimen lebih tinggi dibandingkan kelas kontrol ( $86,67 > 63,18$ ). Dengan demikian, dapat disimpulkan bahwa model *Flipped Classroom* berbantu media *Edpuzzle* lebih efektif dalam meningkatkan hasil belajar siswa pada materi Standar Pelayanan *Customer Service* dibandingkan dengan pembelajaran

**Kata Kunci: *Flipped Classroom*, *Edpuzzle*, Hasil Belajar, *Customer Service***



## ABSTRACT

**Angelica Astrid Natasya Sinaga, 721443010. The Effect of the Flipped Classroom Learning Model Assisted by Edpuzzle Media on the Learning Outcomes of Grade XI Marketing Students in the Customer Service Subject at SMK Negeri 7 Medan. Undergraduate Thesis: Department of Economics, Business Education Study Program, Faculty of Economics, State University of Medan, 2025.**

This study aims to determine the effect of the Flipped Classroom learning model assisted by Edpuzzle media on students' learning outcomes in the Customer Service subject for Grade XI Marketing students at SMK Negeri 7 Medan. This research used a quasi-experimental method with a Nonequivalent Control Group Design. The sample consisted of two classes: XI PM 1 as the experimental group, which received the Flipped Classroom treatment assisted by Edpuzzle, and XI PM 2 as the control group, which used conventional learning, with a total of 63 students. Data were collected through a multiple-choice learning outcomes test. The data analysis techniques included the normality test, homogeneity test, N-Gain test, and independent sample t-test. The results revealed that the application of the Flipped Classroom model assisted by Edpuzzle had a positive and significant effect on students' learning outcomes. This was supported by the independent sample t-test results, showing a Sig. (2-tailed) value of  $0,000 < 0,05$  and a calculated t-value of 9.282 greater than the t-table value of 1.997, indicating that  $H_0$  was rejected and  $H_a$  was accepted. Moreover, the mean posttest score of the experimental class was higher than that of the control class ( $86.67 > 63.18$ ). Thus, it can be concluded that the Flipped Classroom model assisted by Edpuzzle is more effective in improving students' learning outcomes in the Customer Service subject compared to conventional learning.

**Keywords:** Flipped Classroom, Edpuzzle, Learning Outcomes, Customer Service

