

ABSTRAK

Wahyu Dika Arindi, NIM: 7123141154. Pengaruh Motivasi Berprestasi, Disiplin Diri, Dan Kreativitas Belajar Terhadap Hasil Belajar Pemasaran Siswa Kelas XI SMK Negeri 7 Medan T.A 2015/2016. Skripsi Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Tata Niaga, Fakultas Ekonomi, Universitas Negeri Medan 2016.

Masalah dalam penelitian ini adalah apakah motivasi berprestasi, disiplin diri, dan kreativitas belajar berpengaruh dengan hasil belajar pemasaran mata diklat menata barang di SMK Negeri 7 Medan T.A 2015/2016. Tujuan penelitian ini adalah untuk melihat beberapa faktor yang diduga berpengaruh terhadap hasil belajar diantaranya motivasi berprestasi, disiplin diri, dan kreativitas belajar.

Penelitian dilaksanakan di SMK Negeri 7 Medan yang beralamat di Jl. STM No. 12 Medan. Populasi dalam penelitian ini adalah seluruh siswa kelas XI Jurusan Pemasaran di SMK Negeri 7 Medan T.A 2015/2016 yang berjumlah 64 orang, sedangkan teknik pengambilan sampel dalam penelitian ini menggunakan metode *total sampling* yaitu seluruh siswa yang berjumlah 64 orang. Teknik pengumpulan data yang digunakan adalah observasi, tes pilihan ganda (*Multiple Choice Test*) dan angket. Uji validitas angket menggunakan rumus korelasi *product moment*, reliabilitasnya dihitung dengan menggunakan rumus *Cronbach Alpha*.

Teknik analisis data yang digunakan dalam penelitian ini adalah uji analisis jalur dengan hasil persamaan $X_2 = 0,616 X_1 + 0,78$, $X_3 = 0,351 X_1 + 0,320 X_2 + 0,79$, $X_4 = 0,293 X_1 + 0,474 X_2 + 0,194 X_3 + 0,56$. Uji hipotesis menunjukkan hasil koefisien jalur pengaruh Motivasi Berprestasi terhadap Disiplin Diri sebesar 0,616 pada taraf signifikan 0,000, pengaruh Motivasi Berprestasi terhadap Kreativitas Belajar sebesar 0,351 pada taraf signifikan 0,009, pengaruh Disiplin Diri terhadap Kreativitas Belajar sebesar 0,320 pada taraf signifikan 0,016, pengaruh Kreativitas Belajar terhadap Hasil Belajar sebesar 0,194 pada taraf signifikan 0,039, pengaruh Motivasi Berprestasi terhadap Hasil Belajar sebesar 0,293 pada taraf signifikan 0,004, pengaruh Disiplin Diri terhadap Hasil belajar sebesar 0,474 pada taraf signifikan 0,000.

Hasil penelitian menunjukkan bahwa terdapat pengaruh Motivasi Berprestasi terhadap Disiplin Diri, terdapat pengaruh Motivasi Berprestasi terhadap Kreativitas Belajar, terdapat pengaruh Disiplin Diri terhadap Kreativitas Belajar, terdapat pengaruh Kreativitas Belajar terhadap Hasil Belajar, terdapat pengaruh Motivasi Berprestasi terhadap Hasil Belajar, terdapat pengaruh Disiplin Diri terhadap Hasil belajar

Kata Kunci : Motivasi Berprestasi, Disiplin Diri, Kreativitas Belajar, dan Hasil Belajar

ABSTRACT

Wahyu Dika Arindi, NIM: 7123141154. Need For Achievement, Self-Discipline, and Learning Creativity Toward Students, Result Of Learn Marketing of Grade XI of State Vocation School 7 Medan 2015/2016 Academic Years. Thesis of Economic Education Department, Educational of Business Administration Program, Faculty of Economics, University of Medan, 2016.

The problem in this research was whether need for achievement, self-discipline, and learning creativity was affect to the result of learn marketing in training of setting goods in State Vocation School 7 Medan 2015/2016 academic Years. The purpose of this research was to look at some factors that supposed to influence the result of learning include need for achievement, self-discipline, and creativity in learning.

The research was conducted at State Vocation School 7 Medan located at Jl. STM No. 12 Medan. The population in this research were all students in grade XI of Marketing Department of State Vocation School 7 Medan 2015/2016 academic years totalling 64 students, while the sampling technique in this research used total sampling method which consisted of 64 students. The techniques of Data collection used were observation, multiple choice test and questionnaires. The validity of questionnaire was measured by using *product moment* correlation formula, the reliability was counted by using *Cronbach Alpha* formula.

The data analysis technique used in this research was path analysis with the equation $X_2 = 0.616 + 0.78 X_1$, $X_3 = 0.351 X_1 + 0.320 + 0.79 X_2$, $X_4 = 0,293 X_1 + 0.474 X_2 + X_3 + 0.194$ 0.56 , Hypothesis test showed the results of path coefficient effect of Need For Achievement on Self-Discipline for 0.616 at the level of significant 0,000, the effect of Need For Achievement on students' Learning Creativity was 0.351 at significant level 0.009, the effect of Self-Discipline on students' Learning Creativity was 0.320 at significant level of 0.016, the effect of Learning Creativity on students' the Result Of Learning was 0.194 at significant level 0.039, the effect of Need For Achievement on the Result Of Learning was 0,293 at significant level of 0.004, the effect of Self-Discipline on the Result Of Learning was 0.474 at significant level of 0.000.

The results showed that there were significant Need For Achievement on Self-Discipline, there was effect of Need For Achievement on Students' Learning Creativity, there was effect of self-discipline on Students' Learning Creativity, there was effect of Learning Creativity on students' the Result Of Learning, there was effect of Need For Achievement on the Result Of Learning, there was effect of self-discipline on the Result Of Learning.

Keywords: Need For Achievement, Self-Discipline, Learning Creativity, and The Result Of Learning