

ABSTRAK

Zahra Arisia, Nim : 7131141135, Pengaruh Kemampuan Berpikir Logis dan Peran Orang Tua Terhadap Prestasi Belajar Strategi Pemasaran Siswa Kelas X PM SMK Swasta YPK Medan T.A 2016/2017. Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Tata Niaga, Fakultas Ekonomi Universitas Negeri Medan 2017.

Masalah dalam penelitian ini adalah apakah ada pengaruh yang positif dan signifikan antara kemampuan berfikir logis dan peran orang tua terhadap prestasi belajar strategi pemasaran siswa kelas X PM SMK Swasta YPK Medan T.A 2016/2017. Penelitian ini dilaksanakan di SMK Swasta YPK Medan yang beralamat di Jl. Sakti Lubis, GG Pegawai No. 8 Medan. Jenis penelitian ini adalah *expost facto*. Populasi dalam penelitian ini adalah seluruh siswa kelas X PM yang berjumlah 40 orang. Sampel penelitian ini adalah 40 siswa yang diambil dengan menggunakan teknik pengambilan sampel secara *total sampling*. Teknik pengumpulan data dilakukan dengan cara observasi, dokumentasi, dan angket. Untuk uji instrument peneliti menggunakan uji validitas dan uji realibilitas. Untuk menganalisis data penulis menggunakan uji normalitas, uji linearitas, persamaan regresi berganda dan untuk menguji hipotesis dengan rumus uji t dan uji f serta koefisien determinasi (R^2).

Berdasarkan hasil analisis regresi linear berganda diperoleh persamaan garis secara linear $Y = 49,352 + 0,491X_1 + 0,385X_2$. Hasil analisis uji t untuk variabel kemampuan berfikir logis (X_1) diperoleh nilai $t_{hitung} > t_{tabel}$ ($2,292 > 1,685$) Dengan demikian, maka hipotesis pertama diterima yang berarti ada pengaruh positif dan signifikan kemampuan berpikir logis (X_1) terhadap prestasi belajar siswa (Y). Untuk variabel peran orang tua (X_2) diperoleh nilai $t_{hitung} > t_{tabel}$ ($4,138 > 1,685$), dengan demikian, maka hipotesis kedua diterima yang berarti ada pengaruh positif dan signifikan antara peran orang tua (X_2) terhadap prestasi belajar siswa (Y). Berdasarkan uji f diperoleh bahwa $F_{hitung} > F_{Tabel}$ ($73,859 > 2,85$).

Dengan demikian, maka hipotesis ketiga diterima yang berarti ada pengaruh yang positif dan signifikan antara kemampuan berpikir logis dan peran orang tua terhadap prestasi belajar strategi pemasaran siswa kelas X PM SMK Swasta YPK Medan T.A 2016/2017

Kata Kunci : Kemampuan Berpikir Logis, Peran Orang Tua, dan Prestasi Belajar

ABSTRACT

Zahra Arisia, Nim: 7131141135, Influence of Logical Thinking Ability and Parent's Role Against Learning Achievement Marketing Strategy of Student grade X YPK Vocational School Medan, 2016/2017 of year school. Thesis, Economic Education Department, Concentrated Program Of Trading Education. Faculty of Economics, State University Of Medan 2017.

The problem in this research is whether there is a positive and significant influence between the ability of logical thinking and the role of parents to the learning achievement of marketing strategy of class X PM YPK Vocational School Medan T.A 2016/2017. This research was conducted at YPK Vocational School which is located at Sakti Lubis street, Block Employee No. 8 Medan. This type of research is ex post facto. Population in this research were all students of grade X PM which amounted to 40 people. The sample of this research is 40 students taken by using total sampling as the sampling technique. Technique of data collection is done by observation, documentation, and questionnaire. For instrument test the researcher use validity test and reliability test. To analyze the data the authors use the normality test, linearity test, multiple regression equation and to test the hypothesis with t test formula and test f and the coefficient of determination (R^2).

Based on the result of multiple linear regression analysis linear equation is obtained $Y = 49,352 + 0,491X_1 + 0,385X_2$. The result of t test analysis for the variable of logical thinking ability (X_1) is obtained t count value $> [t]$ table (2,292 $> 1,685$) it means, the first hypothesis is accepted which means there is a positive and significant influence between Influence of Logical Thinking Ability (X_1) on learning achievement Student (Y). For the parent role variable (X_2), the value of $t_{count} > t_{tabel}$ (4,138 $> 1,685$), so the second hypothesis is accepted which means there is a positive and significant influence between parent role (X_2) on student achievement (Y). Based on the test f obtained that $F_{Count} > F_{Tabel}$ (73,859 > 2.85).

It means, the third hypothesis is accepted which means there is a positive and significant influence between the ability of logical thinking and the role of parents on learning achievement marketing strategy of students class X PM SMK Private YPK Medan T.A 2016/2017

Keywords: Logical Thinking Ability, Parent Role, and Learning Achievement