

## ABSTRAK

**SUPRIYADI SITEPU, NIM 7141141068. Pengaruh Literasi Ekonomi dan Kreativitas terhadap Minat Menulis Karya Ilmiah Mahasiswa Prodi Pendidikan Tataniaga Universitas Negeri Medan Stambuk 2014. Skripsi, Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Tataniaga, Fakultas Ekonomi, Universitas Negeri Medan 2018.**

Permasalahan dalam penelitian ini rendahnya minat menulis karya ilmiah mahasiswa Prodi Pendidikan Tataniaga Stambuk 2014 Unimed. Penelitian ini bertujuan untuk mengetahui pengaruh literasi ekonomi dan kreativitas terhadap minat menulis karya ilmiah mahasiswa Prodi Pendidikan Tataniaga Unimed.

Populasi dalam penelitian ini adalah seluruh mahasiswa Prodi Pendidikan Tataniaga stambuk 2014 Unimed yang berjumlah 76 mahasiswa dan sampel sebanyak 76 mahasiswa dengan teknik total sampling. Teknik pengambilan data menggunakan observasi, dokumentasi, tes dan penyebaran angket. Uji validitas dengan menggunakan teknik analisis product moment dan reliabilitas angket menggunakan rumus Alpha Croanbanch.

Persamaan regresi linear berganda menunjukkan  $Y = 5,047 + 0,010 (X_1) + 0,839 (X_2) + 0,05$ . Hasil uji t (parsial) menunjukkan literasi ekonomi tidak terdapat pengaruh positif dan signifikan terhadap minat menulis karya ilmiah. Kreativitas berpengaruh positif dan signifikan terhadap minat menulis karya ilmiah. Secara simultan, kategori literasi ekonomi dan kreativitas berpengaruh positif dan signifikan terhadap minat menulis karya ilmiah. Hasil uji koefisien determinasi ( $R^2$ ) sebesar 35,2% dan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci : Literasi Ekonomi, Kreativitas, Minat Menulis Karya Ilmiah.



## ABSTRACT

**SUPRIYADI SITEPU, NIM 7141141068. The Influence of Economic Literacy and Creativity to The Interest in Writing Scientific Papers of Students of Management Education Program 2014 at State University of Medan. Thesis, Department of Economic Education, Management Education Program, Faculty of Economics, State University of Medan 2018.**

The problem of this research is the lack of the students' interest in writing scientific papers of Management Education Program 2014 at State University of Medan. The aim of this research is to analyze the influence of economic literacy and creativity to the interest in writing scientific papers of students of management education program 2014 at state university of Medan.

The population of the research is all student of the Management Education Program 2014 at State University of Medan which is around 76 students and the sample of the this research is around 76 students with total sampling technique. Technique of collecting data of this research is by using observation, documentation, test and questionnaire. Validity test is by using product moment analysis technique and reliability of questionnaire using Alpha Croanbanch formula.

Multiple linear regression equation shows that  $Y = 5,047 + 0,010 (X1) + 0,839 (X2) + 0,05$ . The result of t test (partial) shows that in economic literacy, there is no positive and significant influence on the interest of writing scientific paper. Creativity has a positive and significant influence on the interest of writing scientific papers. Simultaneously, the categories of economic literacy and creativity have a positive and significant influence on the interest of writing scientific papers. The result of determination coefficient test ( $R^2$ ) is about 35.2% and the rest influenced by other factors outside the reserach.

Keywords: Economics Literacy, Creativity, Interest in Writing Scientific Papers

