

## ABSTRAK

**Nadzila Haswani, NIM : 7161143023. Pengaruh Kreativitas dan Intensitas Belajar Terhadap Prestasi Belajar Kewirausahaan Mahasiswa Program Studi Pendidikan Bisnis Stambuk 2017 Universitas Negeri Medan.**

Penelitian ini bertujuan untuk mengetahui pengaruh kreativitas dan intensitas belajar terhadap prestasi belajar kewirausahaan mahasiswa Program Studi Pendidikan Bisnis stambuk 2017 Universitas Negeri Medan.

Penelitian ini dilakukan di Fakultas Ekonomi Program Studi Pendidikan Bisnis 2017 Universitas Negeri Medan, populasi sebanyak 89 Orang dan sampel menggunakan seluruh jumlah populasi. Instrument yang digunakan untuk mengukur kreativitas dan intensitas belajar berupa angket yang berjumlah 20 soal variabel kreativitas dan 20 soal untuk variabel intensitas belajar. Validitas tes diuji dengan menggunakan teknik Product Moment. Reliabilitas tes diuji dengan menggunakan rumus Alpha Cronbach. Kemudian data dianalisis dengan rumus regresi linear berganda. Selanjutnya untuk menguji hipotesis secara simultan digunakan uji t, dan uji f

Setelah uji validitas untuk variabel X1 dilakukan dengan 22 instrumen hasilnya 20 instrumen soal variabel kreativitas valid dan untuk variabel X2 dilakukan dengan 21 instrumen hasilnya 20 instrumen soal variabel intensitas belajar valid. Dan untuk hasil uji reliabilitas angket diperoleh hasil  $r_{hitung} > r_{tabel}$   $0,910 > 0,329$  untuk kreativitas,  $r_{hitung} > r_{tabel}$   $0,910 > 0,329$  untuk intensitas belajar. Dan hasil analisis regresi linier berganda diperoleh persamaan garis linear  $Y = 43,005 + 0,288 (X1) + 0,228 (X2)$ . Untuk uji t  $t_{hitung} > t_{tabel}$  sebesar  $2,722 > 1,991$  dan nilai signifikan  $0,008 < 0,05$  untuk variabel kreativitas dan  $t_{hitung} > t_{tabel}$   $2,015 > 1,991$  dan nilai signifikan  $0,047 < 0,05$  untuk variabel intensitas belajar. Uji f diperoleh  $f_{hitung}$  sebesar 101,790, sedangkan  $f_{tabel}$  pada taraf kesalahan 5% diperoleh sebesar 3,18, berarti  $f_{hitung} > f_{tabel}$  ( $101,790 > 3,18$ ) maka hipotesis  $H_a$  diterima atau ada pengaruh positif antara kreativitas dan intensitas belajar terhadap prestasi belajar kewirausahaan mahasiswa Program Studi Pendidikan Bisnis 2017 Universitas Negeri.

**Kata Kunci : Kreativitas, Intensitas Belajar, dan Prestasi Belajar Kewirausahaan.**

## ABSTRACT

**Siti Aisyah Rambe, NIM: 7161143038. *The Influence of Creativity and Intensity of Learning Against Student Entrepreneurship Learning Achievement in the Study Program of Business Education 2017 State University of Medan.***

This study aims to determine the effect of creativity and intensity of learning on entrepreneurial learning achievement of students at the University of Medan's University of Medan Business Education Study Program.

This research was conducted at the Faculty of Economics 2017 Business Education Study Program, Medan State University, a population of 89 people and the sample used the entire population. The instrument used to measure creativity and learning intensity in the form of a questionnaire, amounting to 20 questions about creativity variables and 20 questions for learning intensity variables. The validity of the test was tested using the Product Moment technique. Test reliability was tested using the Cronbach Alpha formula. Then the data are analyzed with multiple linear regression formula. Next to test the hypothesis simultaneously used the t test, and the f test

After the validity test for the X1 variable is done with 22 instruments the results are 20 instruments about the creativity variable valid and for the X2 variable is done with 21 instruments the result is 20 instruments about the valid learning intensity variable. And for the results of the questionnaire reliability test results obtained  $r_{count} > r_{table}$  0.910 > 0.329 for creativity,  $r_{count} > r_{table}$  0.910 > 0.329 for learning intensity. And the results of multiple linear regression analysis obtained linear equation  $Y = 43.005 + 0.288 (X1) + 0.228 (X2)$ . For the t-test  $t_{count} > t_{table}$  of 2.722 > 1.991 and a significant value of 0.008 < 0.05 for the creativity variable and  $t_{count} > t_{table}$  2.015 > 1.991 and a significant value of 0.047 < 0.05 for the variable learning intensity. The f test was obtained  $f_{count}$  of 101.790, while the  $f_{table}$  at the error level of 5% was obtained at 3.18, meaning  $f_{count} > f_{table}$  (101.790 > 3.18) then the  $H_a$  hypothesis was accepted or there was a positive influence between creativity and learning intensity on student entrepreneurship learning achievement of the Program 2017 State University Business Education Studies

**Keywords: Creativity, Learning Intensity, and Entrepreneurship Learning Achievement.**