

ABSTRAK

Risa Anggraini, Nim 7181143009. Pengaruh *Reward* dan *Punishment* Terhadap Motivasi Belajar Siswa Kelas XI Pemasaran Pada Mata Pelajaran Bisnis Ritel di SMK Budi Agung Medan. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2022.

Masalah dalam Penelitian ini adalah rendahnya motivasi belajar siswa XI Pemasaran Pada Mata Pelajaran Bisnis Ritel di SMK Budi Agung Medan. Tujuan penelitian ini untuk mengetahui pengaruh *Reward* dan *Punishment* Terhadap Motivasi Belajar Siswa Kelas XI. Populasi dalam penelitian ini berjumlah 54 orang. Teknik pengambilan sampel dilakukan dengan menggunakan *total sampling*. Sehingga jumlah sampel sebanyak 54 orang. Instrumen pengumpulan data yang digunakan adalah angket dalam bentuk skala likert.

Hasil analisis data menunjukkan bahwa persamaan regresi linear berganda pada penelitian ini yaitu $Y = 12,550 + 0,571X_1 + 0,276X_2 + e$ berarti ada pengaruh positif dan signifikan variabel variabel bebas *reward* (X_1), *punishment* (X_2) secara bersama-sama (Simultan) terhadap variabel terikat motivasi belajar (Y) siswa kelas XI jurusan pemasaran pada mata pelajaran bisnis ritel di SMK Swasta Budi Agung Medan. Pengujian secara parsial (Uji t) untuk uji hipotesis antara *Reward* terhadap motivasi belajar menunjukkan nilai $t_{hitung} 4,269 > t_{tabel}$ sebesar 2,007 dengan sig 0,000, untuk uji hipotesis antara *Punishment* terhadap motivasi belajar menunjukkan nilai $t_{hitung} 2,263 > t_{tabel}$ sebesar 2,007 dengan sig 0,028, dan uji F diperoleh nilai $F_{hitung} 11,842 > F_{tabel} 3,18$ dengan sig 0,000 untuk uji hipotesis secara simultan *Reward*, dan *Punishment* terhadap motivasi belajar. Dengan demikian dapat disimpulkan bahwa *reward*, dan *punishment* berpengaruh positif dan signifikan terhadap motivasi belajar pada siswa kelas XI Pemasaran Pada Mata Pelajaran Bisnis Ritel di SMK Budi Agung Medan. Koefisien determinasi (R^2) yang diperoleh sebesar 0,317 atau 31,7% dimana hal ini menunjukkan besarnya sumbangan pengaruh yang diberikan oleh variabel *reward*, dan *punishment* terhadap motivasi belajar siswa sebesar 31,7 %.

Kata Kunci : *Reward*, *Punishment* , , *Motivasi Belajar*

ABSTRACT

Risa Anggraini, Nim 7181143009. Effect of *Reward* and *Punishment* on Learning Motivation of Class XI Marketing Students in Retail Business Subjects at SMK Budi Agung Medan. Thesis, Department of Economics, Business Education Study Program, Faculty of Economics, Medan State University 2022.

The problem in this research is the low learning motivation of students of XI Marketing in Retail Business Subjects at Budi Agung Vocational School, Medan. The purpose of this study was to determine the effect of *Reward* and *Punishment* on Learning Motivation of Class XI Students. The population in this study amounted to 54 people. The sampling technique was carried out using total sampling. So the number of samples as many as 54 people. The data collection instrument used was a questionnaire in the form of a Likert scale.

The results of data analysis show that the multiple linear regression equation in this study is $Y = 12.550 + 0.571X_1 + 0.276X_2 + e$ means that there is a positive and significant effect on the independent variables *reward* (X_1), *punishment* (X_2) together (simultaneously) on dependent variable learning motivation (Y) class XI students majoring in marketing on retail business subjects at Budi Agung Private Vocational School Medan. Partial testing (t test) to test the hypothesis between *reward* and learning motivation shows the t_{count} value of 4.269 $> t_{table}$ of 2.008 with sig 0.000, for testing the hypothesis between *punishment* and motivation to learn shows the value of t_{count} 2.263 $> t_{table}$ of 2.008 with sig 0.028, and F test obtained the value of F_{count} 11.842 $> F_{table}$ 3.18 with sig 0.000 for hypothesis testing simultaneously *Reward*, and *Punishment* on learning motivation. Thus, it can be concluded that *reward* and *punishment* have a positive and significant effect on learning motivation in class XI students of Marketing in Retail Business Subjects at Budi Agung Vocational School, Medan. The coefficient of determination (R^2) obtained is 0.317 or 31.7% where this shows the magnitude of the contribution of the influence given by the *reward* and *punishment* variables to student learning motivation of 31.7%.

Keywords: Reward, Punishment , Learning Motivation