

ABSTRAK

Mita Rosalina Situmorang, NIM 7203144025. Pengaruh Kepercayaan Diri dan Keterampilan Komunikasi Terhadap *Public Speaking* Mahasiswa Prodi Pendidikan Administrasi Perkantoran Stambuk 2021 Universitas Negeri Medan. Skripsi, Jurusan Ekonomi, Program Studi Pendidikan Administrasi Perkantoran, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh Kepercayaan Diri dan Keterampilan Komunikasi terhadap *Public Speaking* Mahasiswa Prodi Pendidikan Administrasi Perkantoran Stambuk 2021 Universitas Negeri Medan. Jenis penelitian *ex post facto* dengan pendekatan kuantitatif. Populasi penelitian seluruh mahasiswa Prodi Pendidikan Administrasi Perkantoran Stambuk 2021 yang berjumlah 85 orang dari dua kelas dengan teknik pengambilan sampel *total sampling*. Data dikumpulkan melalui observasi awal, angket, dan dokumentasi. Validitas instrumen diuji menggunakan korelasi *Product momen* dan reliabilitas diuji dengan *Alpha Cronbach*. Analisis data meliputi uji normalitas, uji linearitas, uji multikolinearitas, analisis regresi linier berganda, serta uji hipotesis (uji t, uji F, dan uji R^2). Pengolahan data menggunakan SPSS versi 23.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan Kepercayaan Diri terhadap *Public Speaking* dengan nilai $t_{hitung} 7,215 > t_{tabel} 1,989$ dengan signifikansi $(0,000 < 0,05)$. Terdapat pengaruh positif dan signifikan Keterampilan Komunikasi terhadap *Public Speaking* dengan nilai $t_{hitung} 5,414 > 1,989$ dengan signifikansi $(0,000 < 0,05)$. Secara simultan (uji F) terdapat pengaruh positif dan signifikan Kepercayaan Diri dan Keterampilan Komunikasi terhadap *Public Speaking* dengan nilai $F_{hitung} 85,568 > F_{tabel} 3,11$ dengan signifikansi $(0,000 < 0,05)$. Dengan nilai koefisien determinasi (R^2) yaitu 0,822 yang artinya variabel Kepercayaan Diri dan Keterampilan Komunikasi berpengaruh 82,2% terhadap *Public Speaking* Mahasiswa Pendidikan Administrasi Perkantoran Stambuk 2021 dan sisanya sebesar 17,8% dipengaruhi variabel lain yang tidak diteliti.

Kata Kunci: Kepercayaan Diri, Keterampilan Komunikasi, *Public Speaking*

ABSTRACT

Mita Rosalina Situmorang. NIM 7203144025. *The Effect of Self-Confidence and Communication Skills on Public Speaking for Students of the Office Administration Education Study Program Stambuk 2021, State University of Medan*. Thesis, Department of Economics, Office Administration Education Study Program, Faculty of Economics, Medan State University 2024.

This research aims to determine the influence of Self-Confidence and Communication Skills on Public Speaking of Students of the 2021 Stambuk Office Administration Education Study Program, Medan State University. Type of ex post facto research with a quantitative approach. The research population was all students from the 2021 Stambuk Office Administration Education Study Program, totaling 85 people from two classes using a total sampling technique. Data was collected through initial observations, questionnaires and documentation. The validity of the instrument was tested using Product moment correlation and reliability was tested using Cronbach's Alpha. Data analysis includes normality test, linearity test, multicollinearity test, multiple linear regression analysis, and hypothesis testing (t test, F test, and R² test). Data processing uses SPSS version 23.

The research results show that there is a positive and significant influence of Self-Confidence on Public Speaking with a tcount of 7.215 > ttable 1.989 with significance (0.000 < 0.05). There is a positive and significant influence of Communication Skills on Public Speaking with a t value of 5.414 > 1.989 with significance (0.000 < 0.05). Simultaneously (F test) there is a positive and significant influence of Self-Confidence and Communication Skills on Public Speaking with a value of Fcount 85.568 > Ftable 3.11 with significance (0.000 < 0.05). With a coefficient of determination (R²) value of 0.822 which means the Self-Confidence variable and Communication Skills have an influence of 82.2% on the Public Speaking of Stambuk Office Administration Education Students 2021 and the remaining 17.8% is influenced by other variables that were not studied.

Keywords: Self-Confidence, Communication Skills, Public Speaking