

ABSTRAK

Tasya Anggreini, 181010192, 2022, Pengaruh Kualitas Pelayanan Dan Fasilitas Sekolah Terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai, STIE Eka Prasetya, Program Studi Manajemen, Pembimbing I : Dra.Pesta Gultom,M.M., Pembimbing II : Dr.Hengky Kosasih,BA (Hons), M.M.,B.A.

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan terhadap Terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai, mengetahui pengaruh Fasilitas sekolah Terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai, mengetahui Pengaruh Kualitas Pelayanan Dan Fasilitas Sekolah Terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai. Metodologi penelitian yang digunakan adalah metode deskriptif kuantitatif. Jenis data yang digunakan dalam penelitian ini adalah data kuantitatif, yaitu data yang diperoleh dalam bentuk angka atau bilangan. Sumber data berupa data primer dan data sekunder. Data primer diperoleh dari hasil penyebaran kuesioner kepada Siswa Bayu Pertiwi, data sekunder diperoleh dari data dan literatur yang berkenaan dengan permasalahan yang dibahas. Populasi dalam penelitian ini adalah seluruh siswa yang telah melakukan pembelian pada Siswa Di Yayasan Bayu Pertiwi Binjai. Dengan menggunakan rumus Slovin dengan tingkat kesalahan 5%, maka diperoleh jumlah sampel sebanyak 193 responden. Data dianalisis dengan menggunakan metode analisis regresi linear berganda. Hasil analisis memberikan persamaan

Motivasi Belajar = 1,385 + 0,463 Kualitas Pelayanan + 0,473 Fasilitas Sekolah + e.

Hasil analisis penelitian menunjukkan bahwa Fasilitas memiliki pengaruh positif dan signifikan terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai berdasarkan hasil uji hipotesis secara parsial yaitu $t_{hitung} 7,185 > t_{tabel} 1,973$. Hasil analisis menunjukkan Pelayanan memiliki pengaruh positif dan signifikan terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai berdasarkan hasil uji hipotesis secara parsial yaitu $t_{hitung} 6,480 > t_{tabel} 1,973$. Hasil penelitian menunjukkan bahwa Kualitas Pelayanan dan Fasilitas Sekolah berpengaruh positif dan signifikan terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai berdasarkan hasil uji hipotesis secara simultan yaitu sebesar $F_{hitung} 43,939 > F_{tabel} 3,04$. Hasil penelitian ini didukung oleh nilai R square (R^2) = 0,317 atau 31,7% yang artinya bahwa Kualitas Pelayanan dan Fasilitas Sekolah secara simultan mempunyai pengaruh sebesar 31,7% terhadap Motivasi Belajar Siswa Di Yayasan Bayu Pertiwi Binjai. Sedangkan sisanya 68,3% dipengaruhi oleh faktor-faktor lain yang berasal dari luar model penelitian ini seperti harga uang sekolah, lokasi, kualitas pendidikan, tingkat kurikulum, perilaku konsumen dan akreditasi.

Kata Kunci: Kualitas Pelayanan, Fasilitas Sekolah , Motivasi Belajar.

ABSTRACT

Tasya Anggreini, 181010192, 2022, The Influence of Service Quality and School Facilities on Student Learning Motivation at the Bayu Pertiwi Binjai Foundation, STIE Eka Prasetya, Management Study Program, Supervisor I : Dra.Pesta Gultom, M.M., Supervisor II : Dr. Hengky Kosasih, BA (Hons), M.M.,B.A.

This study aims to determine the effect of service quality on student learning motivation at the Bayu Pertiwi Binjai Foundation, to determine the effect of school facilities on student learning motivation at the Bayu Pertiwi Binjai Foundation, to determine the effect of service quality and school facilities to student learning motivation at the Bayu Pertiwi Binjai Foundation. The research methodology used is descriptive quantitative method. The type of data used in this study is quantitative data, namely data obtained in the form of numbers or numbers. Sources of data in the form of primary data and secondary data. Primary data was obtained from the results of distributing questionnaires to Bayu Pertiwi Students, secondary data was obtained from data and literature relating to the problems discussed. The population in this study were all students who had made purchases at the Students at the Bayu Pertiwi Binjai Foundation. By using the Slovin formula with an error rate of 5%, the total sample size is 193 respondents. Data were analyzed using multiple linear regression analysis method. The results of the analysis give the equation

Learning Motivation = 1.385 + 0.463 Quality of Service + 0.473 School Facilities + e.

The results of the research analysis show that the facility has a positive and significant influence on Student Learning Motivation at the Bayu Pertiwi Binjai Foundation based on the results of partial hypothesis testing, namely $t_{count} 7,185 > t_{table} 1,973$. The results of the analysis show that service has a positive and significant influence on student learning motivation at the Bayu Pertiwi Binjai Foundation based on the results of partial hypothesis testing, namely $t_{count} 6.480 > t_{table} 1.973$. The results showed that the Quality of Service and School Facilities had a positive and significant effect on Student Learning Motivation at the Bayu Pertiwi Binjai Foundation based on the results of simultaneous hypothesis testing, namely $F_{count} 43.939 > F_{table} 3.04$. The results of this study are supported by the value of R square (R^2) = 0.317 or 31.7%, which means that the Quality of Service and School Facilities simultaneously has an effect of 31.7% on Student Learning Motivation at the Bayu Pertiwi Binjai Foundation. While the remaining 68.3% is influenced by other factors originating from outside this research model such as tuition fees, location, quality of education, curriculum level, consumer behavior and accreditation.

Keywords: Service Quality, School Facilities, Learning Motivation.