

ABSTRACT

The Influence of Self-Concept to Students' Learning Motivation in Business Economics Subjects (Survey on Class X Students of Office Management Automation at SMK Merdeka Bandung)

**NOVIA NUR INDAH SARI
165020050**

The objectives of this research are: (1) knowing how the self-concept of students in business economics subjects at Merdeka Vocational School Bandung, (2) knowing how the students' learning motivation in business economics subjects at Merdeka Vocational School Bandung, (3) knowing how the influence between self-concepts on student learning motivation in business economics subjects at SMK Merdeka Bandung. The approach used in this research is quantitative, with survey methods and data collection techniques in the form of questionnaires, and data processing techniques are carried out using the help of SPSS data processing applications. The hypothesis in this study reads "There is a relationship between self-concept (X) and student learning motivation (Y) in the subject of business economics class X Office Management Automation at SMK Merdeka Bandung". The results of this study indicate: (1) the self-concept of students in class X Office Management Automation at SMK Merdeka Bandung is 3.19 with a good category, (2) student motivation in class X Office Management Automation at SMK Merdeka Bandung is 3.68 . The author suggests to related parties, namely: (1) students must have high learning motivation, (2) teachers are expected to be able to understand students' backgrounds, so that they can provide the right motivation, (3) for schools to be able to provide distribution according to what students need and provide support for the formation of a good learning environment, (4) for further researchers who want to conduct similar research in the field of self-concept and student learning motivation, it is hoped that they can examine additional factors that may affect the results of this study.

Keywords: self-concept, learning motivation, business economics subjects.