

ABSTRAK

WIDA AULIA AZHAR. 2025. **PENGARUH KUALITAS PELAYANAN PELATIHAN TERHADAP MOTIVASI BELAJAR (STUDI PADA PESERTA PELATIHAN BAHASA JEPANG DI LPK SO EMBUN KOTA TASIKMALAYA)**. Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi, Tasikmalaya.

Terdapat kesenjangan antara motivasi belajar yang ideal dengan kondisi di lapangan, membuat beberapa peserta pelatihan kehilangan semangat belajarnya, bahkan memilih berhenti karena merasa tidak percaya diri, terutama dalam memahami Bahasa Jepang. Selain itu, kualitas pelayanan pelatihan juga belum maksimal, terlihat dari fasilitas asrama yang terbatas. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan pelatihan terhadap motivasi belajar pada peserta pelatihan bahasa Jepang di LPK SO Embun Kota Tasikmalaya. Penelitian ini menggunakan metode kuantitatif deskriptif. Data dikumpulkan melalui angket yang disebarakan kepada 101 peserta pelatihan dengan menggunakan teknik *simple random sampling* yakni teknik pengambilan sampel dari populasi yang dilakukan secara acak tanpa memperhatikan kriteria tertentu. Dilihat dari uji koefisien determinasi diperoleh nilai *R-Square* sebesar 0,436 atau 43,6% yang menunjukkan bahwa variabel Kualitas Pelayanan Pelatihan (X) menerangkan variabel Motivasi Belajar (Y) sebesar 43,6% sedangkan untuk sisanya sebesar 56,4% diterangkan oleh variabel lain yang tidak terdapat dalam model penelitian. Simpulannya yaitu bahwa kualitas pelayanan pelatihan memiliki pengaruh yang positif terhadap motivasi belajar.

Kata Kunci: Kualitas Pelayanan, Motivasi Belajar, Pelatihan Bahasa Jepang.

ABSTRACT

WIDA AULIA AZHAR. 2025. ***THE EFFECT OF TRAINING SERVICES QUALITY ON LEARNING MOTIVATION (A STUDY ON JAPANESE LANGUAGE TRAINING PARTICIPANTS AT LPK SO EMBUN TASIKMALAYA)***. Department of Public Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

There is a gap between ideal learning motivation and conditions in the field, causing some trainees to lose their enthusiasm for learning, even choosing to quit because they feel insecure, especially in understanding Japanese. In addition, the quality of training services has also not been optimal, as can be seen from the limited dormitory facilities. This study aims to determine the influence of the quality of training services on learning motivation in Japanese language training participants at LPK SO Embun, Tasikmalaya City. This study uses a descriptive quantitative method. Data was collected through a questionnaire distributed to 101 training participants using *a simple random sampling* technique, which is a sampling technique from the population that is carried out randomly without paying attention to certain criteria. Judging from the determination coefficient test, an R-Square value of 0.436 or 43.6% was obtained, which showed that the variable of Training Service Quality (X) explained the variable of Learning Motivation (Y) of 43.6% while the remaining 56.4% was explained by other variables that were not contained in the research model. The conclusion is that the quality of training services has a positive influence on learning motivation.

Keywords: Service Quality, Learning Motivation, Japanese Language Training.