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**The Impact of Hofstede's Cultural Dimensions On Commitment In Exporter-Importer Relationship: An Importer Individual Perspective**

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### **ABSTRACT**

This paper researches the direct effect of four Hofstede's cultural dimensions of Power Distance, Individualism vs Collectivism, Time Orientation, and Masculinity vs Femininity on importer's commitment at the individual level. The research was done to assess whether the selected cultural dimensions have an effect towards relationship quality, crucial to the workings of import-export businesses. This was done with cross-sectional research through survey questionnaires handed out to importers all around the globe that import from one exporter. The research yielded inconclusive results and explanations were provided as to why as well as to guide future research in this domain.

**Keywords:** Culture, Hofstede, Importing, Distribution channels, Commitment

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## INTISARI

Tesis ini bertujuan untuk meneliti efek langsung dari empat dimensi kultural Hofstede, yaitu Power Distance, Individualism vs Collectivism, Time Orientation, dan Masculinity vs Femininity pada komitmen di tingkat individu. Penelitian ini dilakukan untuk mencari tahu apabila dimensi kultural yang telah disebutkan mempunyai dampak pada kualitas hubungan, suatu yang penting di usaha impor dan dexpor. Penelitian ini dilakukan secara *cross-section* melalui kuesioner survey yang disebar ke banyak importir dari berbagai penjuru dunia yang mengimpor dari satu exportir. Penelitian ini tidak dapat menghasilkan konklusi yang meyakinkan, dan beberapa penjelasan telah diberikan untuk membantuk penelitian di masa depan. Tesis ini menggunakan metode kuantitatif.

**Kata kunci:** budaya, Hofstede, saluran distribusi, komitmen

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