

ABSTRAK

Tim merupakan kumpulan dari beberapa individu yang saling berkoordinasi, berbagi informasi dan bekerja sama untuk mencapai tujuan. Setiap anggota tim memiliki nilai budaya yang berbeda satu sama lain didasari nilai, aturan dan norma yang diyakini setiap individu. Batasan fisik dan kognisi telah umum menjadi pertimbangan saat memasukkan manusia ke dalam suatu sistem tetapi faktor budaya individu seringkali diabaikan padahal budaya individu memiliki peranan penting dalam menentukan bagaimana seorang individu bersikap.

Penelitian ini bertujuan mencari hubungan antara satu atau kombinasi beberapa nilai budaya individu terhadap performa tim menggunakan metode korelasi *Pearson Product Moment* dan *Rank Spearman*. Penelitian dilakukan menggunakan kuesioner CVSCALE (*Cultural Value Scale*) berdasar teori budaya yang dikembangkan oleh Hofstede. Tim yang menjadi objek penelitian adalah tim mata kuliah proyek terpadu Program Studi Teknik Industri Universitas Gadjah Mada tahun ajaran 2019/2020. Variabel kualitatif dalam penelitian seperti jenis kelamin, etnis dan pendapatan turut dianalisis untuk dicari adakah perbedaan nilai budaya antar kategori variabel kualitatif menggunakan metode MANOVA (*Multivariate Analysis of Variance*)

Hasil penelitian menunjukkan terdapat korelasi yang signifikan dan positif antara kombinasi nilai budaya *low power distance index - collectivist - masculine*, *low power distance index - collectivist - masculine - high uncertainty avoidance*, *low power distance index - collectivist - long term orientation - high uncertainty avoidance*, dan *low power distance index - collectivist - long term orientation - masculinity - high uncertainty avoidance* terhadap performa tim. Hasil analisis variabel kualitatif menunjukkan adanya perbedaan antar kategori jenis kelamin pada nilai budaya *masculinity vs femininity*, tidak ada perbedaan antar kelompok etnis terhadap nilai budaya, dan terdapat perbedaan antar kategori pendapatan pada nilai budaya *long term orientation*. Penelitian ini menggunakan responden mahasiswa dalam satu organisasi Teknik Industri Universitas Gadjah Mada, penelitian menggunakan jumlah sampel lebih banyak dari berbagai organisasi perlu dilakukan untuk meningkatkan keakuratan hasil penelitian.

Kata kunci : Nilai Budaya Hofstede, Performa Tim, CVSCALE

ABSTRACT

Team is made up of a several individuals who coordinate with each other, share information and work together to achieve goal. Each team member has different individual cultural values based on values, rules and norms that are believed by each individual. Physical and cognitive limitations have been generally taken into consideration when incorporating humans into a system but individual cultural factors are often ignored even though individual culture has an important role in determining individual behaviour.

This study aims to find the relationship between one or a combination of individual cultural values on team performance using the Pearson Product Moment and the Spearman Rank correlation methods. The study was conducted using a CVSCALE (Cultural Value Scale) questionnaire based on cultural theory developed by Hofstede. The teams that were the objects of research were the integrated project course teams of the Industrial Engineering Study Program at Gadjah Mada University in the academic year 2019/2020. Qualitative variables in research such as gender, ethnicity and income were also analyzed to find whether there were differences in cultural values between categories of qualitative variables using the MANOVA (Multivariate Analysis of Variance) method.

The results showed there was a significant and positive correlation between the combination of low power distance index - collectivist - masculine, low power distance index - collectivist - masculine - high uncertainty avoidance, low power distance index - collectivist - long term orientation - high uncertainty avoidance and low power distance index - collectivist - long term orientation - masculinity - high uncertainty avoidance on team performance. The results of the analysis of qualitative variables indicate that there are differences between gender categories of cultural values of masculinity vs. femininity, there are no differences between ethnic groups on cultural values and there are differences between income categories of cultural values of long term orientation. This study uses student respondents in one organization Industrial Engineering Gadjah Mada University, research using a larger number of samples from various organizations needs to be done to improve the accuracy of research results.

Keyword : Hofstede's Cultural Value, Team Performance, CVSCALE