

ABSTRACT

This study aimed to determine the differences in cultural perception between the executive board and members in AIESEC Bandung in which the variables of cultural perception had 9 dimensions which is inter-unit cooperation, long-term orientation, people orientation, bureaucratic orientation, performance-reward, risk aversion, sense of security, change response and competitive orientation. Data were collected from 105 respondents who are active members of AIESEC duo which consists of the executive board and members. Type of research used in this study is a comparative test. Researches using this type of research because it will examine and compare the difference in perception between the executive board and members. Test validity, reliability, normality and independent test sample T-test is used to process the data in questionnaire. The result showed that the absence of differences in perception between the executive board and members.

Keywords : *Cultural Perception, Executive Board, Member*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui perbedaan budaya persepsi antara *executive board* dan anggota di AIESEC Bandung yang mana variabel mengenai budaya persepsi memiliki 9 dimensi diantaranya kerjasama dalam unit, orientasi jangka panjang, orientasi orang, orientasi birokrasi, kinerja dan penghargaan, penghindaran resiko, rasa aman, respon perubahan dan orientasi berkompetisi . Data dikumpulkan dari 105 responden yang merupakan anggota aktif dari AIESEC Bandung yang mana terdiri dari *executive board* dan member. Jenis penelitian yang digunakan dalam penelitian ini adalah uji komparatif. Peneliti menggunakan jenis penelitian ini karena akan meneliti membandingkan adanya perbedaan persepsi antara *executive board* dan member. Uji validitas, reliabilitas, normalitas, dan uji Independent Sample T-test digunakan untuk mengolah data kuesioner. Hasil penelitian didapatkan bahwa tidak adanya perbedaan persepsi diantara *executive board* dan member di AIESEC Bandung.

Kata Kunci : budaya persepsi, *executive board*, anggota.

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