ABSTRACT

The aim of this research is to investigate the Hofstede's cultural values scores among employees in manufacturing company in Central Java and West Java. The framework utilised in this research refers to the Hofstede's national culture framework (Hofstede et al, 2008). There are 7 dimensions of national culture : power distance, individualism-collectivism, masculinity-feminity, uncertainty avoidance, long term-short term orientation, indulgence-restrain, and monumentalism-self effacement.

The sample of this research were employees of manufacturing companies in Central Java and West Java. This research used primary data obtained from questionnaire distribution with the total sample of 120 respondents. The scores were calculated using Value Survey Module (2008) formulas provided by Hofstede.

Data analysis results reveals differences in some cultural values dimensions between employees in Central JAva with employees in WEst JAva. Those dimensions are: individualism-collectivism, masculinity-feminity, uncertainty avoidance, indulgence-restrain and monumentalism-self effacement.

Compared to Hofstede (1980) research, there are differences on the dimensions are: Power Distance, Individualism, Masculinity and Uncertainty Avoidance Index.

Keywords: ***National Culture, Hofstede, VSM 08, Power Distance, Individualism-Collectivism, Masculinity-Feminity, Uncertainty Avoidance, Long term-Short term Orientation, Indulgence-Restrain, and Monumentalism-Self Effacement.***

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