

ABSTRACT

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THE IMPORTANCE OF CULTURAL TRAINING TOWARDS EMPLOYEE PERFORMANCE IN PT MUSIM MAS-FUJI, BEKASI

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Employee performance has an impact on the company itself, and companies are trying their best to have the best human resource to cooperate with and achieve a better production. Therefore, training keeps on growing within companies not an exception for the cultural training which is needed by a multicultural company. The objectives of this research are to investigate the impact of cultural training to employee performance in the PT Musim Mas-Fuji and to evaluate any cultural activities done by PT Musim Mas-Fuji or the employee individually toward the existence of foreign culture in coping with the performance quality carried by them. Descriptive and correlation research are used in this research.

The conclusion of this research are 1) There is a relationship between the cultural training towards the employee performance in PT Musim Mas-Fuji; and 2) The cultural training includes language, awareness, common knowledge and experience have positive effect to the employee performance in PT Musim Mas-Fuji, however an addition on language based training is recommended to be improved. Cultural training is important and has an impact towards the employee performance in PT Musim Mas-Fuji for 55,6% and 44,4% are affected by other factors.

Keywords: Culture, Cultural Training, Employee Performance, International Business

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