

ABSTRAK

PENGARUH BUDAYA DAN DUKUNGAN PERUSAHAAN GLOBAL TERHADAP LGBTQ TERHADAP PENINGKATAN PERFORMA KEUANGAN PERUSAHAAN GLOBAL

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Kondisi perdagangan internasional yang kian kompetitif mendorong perusahaan global tidaklagihanya memaksimalkan kualitas ataupun kuantitas komoditas mereka. Perusahaan global mulai fokus terhadap elemen nilai yakni dengan membentuk dan mempromosikannya. Perusahaan umumnya akan memposisikan dirinya dengan nilai yang dapat diterima oleh pasar, namun beberapa perusahaan memilih nilai *LGBTQ*. Nilai yang membawa perdebatan di sebagian pasar. Meskipun mendapatkan penolakan di sebagian pasar, uniknya beberapa performa keuangan perusahaan menunjukkan peningkatan.

Penelitian ini bertujuan menganalisis pengaruh budaya dan dukungan perusahaan global terhadap LGBTQ terhadap performa keuangan perusahaan. Konsep yang akan digunakan pada penelitian ini berupa budaya perusahaan dan performa keuangan perusahaan, dengan pendekatan kuantitatif serta analisis *partial least square path modelling* (PLS-SEM), jenis data pada penelitian ini adalah data sekunder.

Hasil analisis penelitian ini mengungkap bahwa dari empat variabel independen hanya dua variabel yang memiliki pengaruh terhadap peningkatan performa perusahaan yakni hanya budaya perusahaan LGBTQ dan tantangan perusahaan di *Homecountry*. Rezim perusahaan LGBTQ dan dukungan perusahaan atas LGBTQ dinyatakan tidak memiliki pengaruh terhadap peningkatan performa perusahaan.

Kata Kunci : Dukungan Terhadap LGBTQ, Performa Keuangan Perusahaan.

ABSTRACT

THE EFFECT OF GLOBAL CORPORATE CULTURE AND SUPPORT FOR LGBTQ ON IMPROVEMENT OF GLOBAL CORPORATE FINANCIAL PERFORMANCE

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The increasingly competitive condition of international trade encourages global companies to no longer only maximize the quality or quantity of their commodities. Recently, they are starting to focus on the element of value, it is by forming and promoting it. Companies will generally position themselves with values that are acceptable to the market, but some companies choose LGBTQ values. A value that brings debate in the market. Despite the rejection in some markets, some of the company's unique financial performance showed an improvement.

The purpose of this research was to analyze the influence of global corporate culture and support on LGBTQ on company financial performance. The concept used was in the form of corporate culture and company financial performance, with a quantitative approach and partial least square path modelling (PLS-SEM) analysis, the type of data in this research was secondary data.

The results of this research analysis revealed that of the four independent variables, only two variables had an influence on improving company performance, namely only LGBTQ company culture and corporate challenges at Homecountry. The LGBTQ corporate regime and corporate support for LGBTQ were stated to have no effect on improving company performance.

Keywords : LGBTQ Support, Corporate Financial Performance.