

## Gender dan tata kelola perusahaan: analisis seksisme, dinamika dewan, dan kinerja perusahaan = Gender and corporate governance: analysis of sexism, board dynamics, and firm performance

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### Abstrak

Penelitian ini bertujuan untuk menganalisis dinamika direksi terkait gender, khususnya dampak seksisme dan keberadaan sutradara perempuan. Sampel yang digunakan adalah direktur wanita yang masih menjabat di perusahaan publik. Penelitian ini melakukan triangulasi terhadap dua metode penelitian. Metode kuantitatif bertujuan untuk menguji hubungan frekuensi pengalaman seksisme dengan persepsi dinamika direksi, serta mengkaji peran masa kritis sebagai variabel moderasi. Instrumen pengumpulan data berupa kuesioner dengan menggunakan skala likert 5 poin dengan 46 responden. Metode kualitatif melalui wawancara terstruktur dengan 8 informan bertujuan untuk mengetahui perlakuan yang dialami direktur wanita di dunia kerja, serta persepsi peran direktur wanita dalam dinamika direksi dan kontribusinya terhadap kinerja perusahaan. Hasil penelitian menunjukkan bahwa terdapat hubungan negatif antara frekuensi pengalaman seksisme terhadap persepsi dinamika direksi, serta pengaruh moderasi yang kuat dengan pencapaian situasi massa kritis. Hasil penelitian kualitatif membuktikan bahwa sutradara perempuan sering mengalami perlakuan seksis di dunia kerja. Ada juga persepsi bahwa direktur wanita memiliki peran sebagai mediator dan spesialis dengan keterampilan unik, dan mereka berkontribusi pada kinerja non-keuangan perusahaan. Terakhir, kehadiran direktur perempuan membawa feminitas ke dalam tata kelola perusahaan, sehingga prinsip-prinsip etika kepedulian lebih mungkin diterapkan.

.....This study aims to analyze the dynamics of directors related to gender, particularly the impact of sexism and the existence of female directors. The sample used is a female director who is still serving in a public company. This study triangulated two research methods. The quantitative method aims to examine the relationship between the frequency of sexism experiences and the dynamic perceptions of the directors, as well as to examine the role of the critical mass as a moderating variable. The data collection instrument was a questionnaire using a 5-point Likert scale with 46 respondents. The qualitative method through structured interviews with 8 informants aims to determine the treatment experienced by female directors in the world of work, as well as the perceptions of the role of female directors in the dynamics of directors and their contribution to company performance. The results showed that there was a negative relationship between the frequency of sexism experiences on the dynamic perception of directors, as well as a strong moderation effect with the attainment of critical mass situations. Qualitative research results prove that female directors often experience sexist treatment in the world of work. There is also a perception that women directors have a role as mediators and specialists with unique skills, and they contribute to the non-financial performance of the company. Finally, the presence of female directors brings femininity to corporate governance, so that ethical principles of care are more likely to be applied.