

**STUDENTS' ATTITUDE TOWARDS FEMALE LEADERS IN STUDENT
ORGANIZATION CONTEXT**

THESIS

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

Ekonomi (S1) in International Business Management Program

Faculty of Economics Universitas Atma Jaya Yogyakarta



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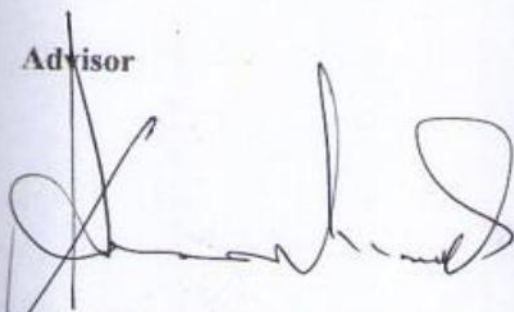
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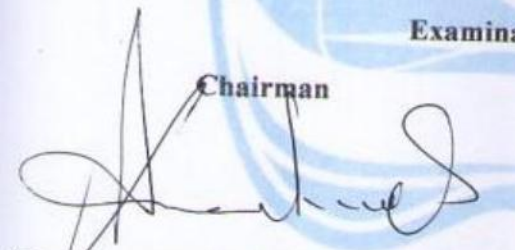
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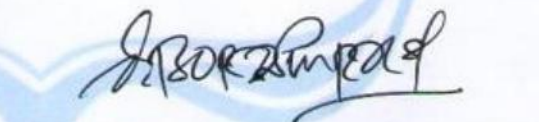
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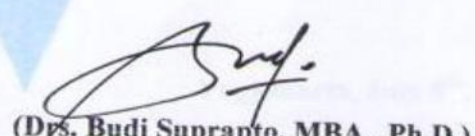
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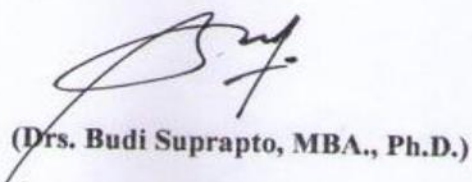
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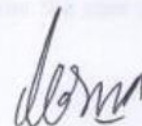
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Devina Nathania Sulistyو

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ABSTRACT

This research aims at investigating the attitude of students towards female leaders in student organization context, by seeing the difference between the gender of the respondents. Gender bias is frequently happened when it comes to choosing a leader. This paper tests the attitude of students in student organization context. Data has been collected from 103 respondents in online questionnaire form. Independent t-test analysis, descriptive analysis and Cronbach's Alpha were used to analyze the data.

The result showed that there is a significant difference of attitude between male and female respondents. Female respondents have more favourable attitudes than male respondents. Although in overall, students still have negative perception towards female leaders. Further research can be conducted in this research by changing the demographics of respondents with variables which may influence differences in attitudes, such as age or working experience. Other suggestions are by changing the population so the research scope will become broader.

Keywords: Woman Leadership, Leadership, Gender Bias, Student Organization, Student, Attitude

