

## **ABSTRACT**

*Gender diversity at the managerial level is an important issue in the dynamics of modern organizations, particularly in the banking sector, which is required to remain adaptive in facing competitive challenges. This study aims to analyze the influence of managerial-level gender diversity on the quality of strategic decision-making at Bank BRI. The research background is based on the imbalance of gender representation in managerial positions, where women are still relatively underrepresented compared to men, especially in business manager roles that are more strategic in nature. This condition raises the question of how far gender diversity can affect organizational culture, perceived organizational support, and the quality of strategic decision-making in Indonesia's banking sector.*

*The research method employs a quantitative approach with Structural Equation Modeling (SEM) analysis using AMOS software. Primary data were collected through questionnaires using a Likert scale distributed to 81 respondents, consisting of business managers and support managers of Bank BRI. The variables examined include managerial-level gender diversity (X1), perceived organizational support (X2), organizational culture (Y1), and strategic decision-making (Y2). Secondary data were obtained from internal company documentation, annual reports, and relevant literature.*

*The findings indicate that gender diversity has a positive influence on organizational culture. In addition, perceived organizational support was found to contribute to strengthening an inclusive organizational culture. A strong organizational culture, in turn, enhances the quality of strategic decision-making. Thus, gender diversity and organizational support can be regarded as interrelated factors in fostering a healthy and competitive organizational climate.*

*These findings provide theoretical contributions to the literature on management and gender, as well as practical recommendations for Bank BRI in promoting gender equality at the managerial level. Increasing the representation of women in strategic positions not only reflects a commitment to inclusivity but also serves as an important strategy to strengthen organizational effectiveness, particularly in facing the growing competition within the banking sector.*

**Keywords:** *gender diversity, managerial, organizational culture, perceived organizational support, strategic decision-making, Bank BRI.*

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