

ABSTRACT

This study discusses about how behavior is affected by ethnic cultural background and socioemotional wealth. This study is based on the differing trend in performance between Indonesian family businesses and prior researches. This study utilizes mixed method with questionnaire and semi-structured interview. Questionnaire was given to members of Family Business Community of Ciputra University in Surabaya. Respondents are composed of 86 persons. Interview is carried out with four interviewees out of 86 respondents based on their ethnicity and type of SEW. This study finds that there is a relationship between behavior and ethnic cultural background and type of SEW that is unique in Indonesia. The implications of this research suggests that a more thorough research is carried out and for the development of a more granular method of measuring SEW to accommodate for differing local cultures.

Keywords: *Family Business, Behavior, Ethnicity, Culture, Socioemotional Wealth*