THE INFLUENCE OF JAPANESE MODERN CULTURE VALUE TOWARD PURCHASE DECISION MAKING PROCESS ON YOUTH SOCIETY IN MANADO

PENGARUH DARI NILAI BUDAYA MODERN JEPANG TERHADAP PROSES PENGAMBILAN KEPUTUSAN PEMBELIAN PADA KAUM MUDA DI MANADO

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Abstract: The Japanese trending of new way on the modern culture now affects many aspects all around the country. From the technology aspect, film industry, music and also in fashion with odd ways. In Indonesia we are getting support by everything by in daily life, for example, in transportation, there so many Japanese products in automotive. Also, the aspect of new modern culture also is happening in Indonesia like otaku, anime, manga, and cosplay. Many incoming events helds in Indonesia from local scale to international scale influence young people. The event make more people interested with the Japanes. In Manado, the Japanese modern culture impact on the young generation can be seen from many events that are held many times, as the main visitors in the Japanese modern culture event in. However parents also play important role in young generation involvement in Japanese modern culture events or to know more the Japanese modern culture are the parents cooperative enough to let them child to influence with it. Many young people follow the latest trend of Japanese culture example like the Fashion.The result of this research is that the Japanese modern culture is not significant with one possible reason is that not all of them have proper job to support their hobby in Japanese modern culture. The indicator related to parental controlling on the youth. Influence in decision making purchasing process in youth society in Manado.

Keywords: modern culture, youth, decision making, market, consumer behaviour

Abstrak: *Kecenderungan terhadap Jepang menjadi arah baru dalam budaya modern menjadi pengaruh di beberapa segi di seluruh dunia. Dari aspek teknologi, industri film, musik dan juga gaya baru yang ganjil. Di Indonesia sendiri, kita mendapatkan sokongan besar setidaknya dalam kegiatan sehari hari contohnya dalam transportasi, ada begitu banyak produk otomotif Jepang. Tapi tidak hanya itu, sekarang aspek dari budaya modern yang baru juga terjadi di Indonesia adalah otaku, anime, manga, dan cosplay. Banyak event yang bernuansa Jepang yang dilaksanakan di Indonesia dari event berstandar lokal maupun event berstandar internasional yang dilaksanakan oleh kaum muda yang memiliki ketertarikan dan yang di pengaruhi oleh itu. Dari sebuah event yang membuat orang orang semakin tertarik dengan Jepang, karena tidak hanya di negara maju dengan budaya modernnya yang membuat orang tertarik terhadapnya. Di Manado sendiri perkembangannya juga tidak ketinggalan. Banyak kaum kuda mengikuti update terbaru yang sedang terjadi karena arus dari informasi sekarang sangat cepat. Membuat mereka menjadi mudah untuk mengikuti gaya baru. Jadi karena itu juga pengaruh dari budaya modern Jepang terhadap proses pengambilan keputusan pada kaum muda di Manado*

Kata kunci: budaya modern, kaum muda, pengambilan keputusan, pasar, perilaku konsumen

INTRODUCTION

Research Background

The era of globalization right know is the process of cycle life human will life without it, while connect with so many people right know without border of country, island, and also continent. In this phase the technology have the main role about the globalization because right know everything is on the line in network of internet. This technology has changed the lives of people in a way it is taking part of human's daily lifestyle

Japanese modern culture is a highly influential combination of film, television, *manga*, and modern music throughout the world. Dating back to the early *manga* and films of the 1950s, the Japanese modern culture movement has taken off since the 1980s and 90s around the world to become one of the most influential sources of entertainment in the world alongside the United States.

Japanese popular culture has become one of the most globalized aspects of Japanese society and culture today. There is a large selection of music, films, and the products of a huge comic book industry, among other forms of entertainment, from which to choose. Game centers, bowling alleys, and karaoke parlors are well-known hangout places for teens while older people may play shogi or go in specialized parlors. The Japanese modern culture influences so global and give an impact to others side from culture itself till the industrial also. There is so many aspect affect from the Japanese Modern Culture booming and also the start from an event to the convention of comic where there is fashion call "cosplay" attend on the event. The first Godzilla movie, and then the many sequels that were spawned by it, is definitely a story about Japan and its experiences with atomic warfare. But it's not a story that's necessarily aimed at explaining to other societies, other cultures, the impact of atomic bombing, or the impact of war. A story for Japanese, by Japanese, to Japanese about those sorts of things

Japanese modernular culture not only reflects the attitudes and concerns of the present but also provides a link to the past. Japanese cinema, cuisine, television programs, *anime*, *manga*, and music all developed from older artistic and literary traditions, and many of their themes and styles of presentation can be traced to traditional art forms. Contemporary forms of Modernular culture, much like the traditional forms, provide not only entertainment but also an escape for the contemporary Japanese from the problems of an industrial world.

In the year 2012 in Indonesia there are a lot of annual event of Japanese modern culture like Anime Festival Asia (AFA ID), Ennichisai, CLAS:H, Indonesia Cosplay Grand Prix, in Manado also have their own event such as Bunkasai from Universitas Negeri Manado, Kampung Jepang (part 1, and part 2) and MINNA no Sekai. In other words Japanese modern culture also have role to play in developing decision making process, brand image, consumer behavior which is the most indicator influence of it especially in youth Society in Manado.

Research Objectives

The objectives of this research are to know the influence:

1. Japanese modern culture value on purchase decision making process on youth society in Manado
2. Japanese modern culture toward purchase decision making process on youth society in Manado
3. Parents on decision making process on youth society in Manado

THEORETICAL REVIEW

Marketing

Kotler & Keller (2008:27) define marketing is about to identifying and meeting human and social needs. One of the shortest good definition of marketing is meeting needs profitably. In the other theories Beckman & Davidson (1962 : 42) says marketing is essentially process like farming, manufacturing, mining or construction. As such basically functional in character and may, therefore, be defined as the performance of all activities necessary ability, effecting transfer of ownership of products, providing for their physical distribution, and facilitating the entire marketing process. Based on this researcher can defined that Marketing is getting the right product or service in the right quantity, to the right place, at the right time and making a profit in the process, understanding customer and giving them what they want.

Market

Kotler & Armstrong (2006 : 10) stated that a market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships. The size of market depends on the number of people who exhibit the need, have resources to engage in exchange, and are willing to exchange the resources for what they want. Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as a village square. Economists use the term market to refer to a collection of buyers and sellers who transact in a particular product class, as in the housing market or the grain market. It concluded market as:

1. A public gathering held for buying and selling merchandise.
2. A place where goods are offered for sale.
3. A store or shop that sells a particular type of merchandise.

Cultural Value

Kotler and Keller (2008 : 173) stated Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, are influenced by beliefs, knowledge, work language, and art. Culture can be considered as a lifestyle and passed on from one generation to the next generation under the different culture, people may have their own views of selves, or relationship to others. Marketers must closely attend to cultural values in every country to understand how to best market their existing product and find opportunities for new products.

Costumer Buying Behavior

Kotler and Keller (2005:155) stated there are four types of buying decision behavior based on the degree of buyer involvement and the degree of differences among brands: *Complex buying behavior*, consumers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differences among brands. *Dissonance-reducing buying behavior*, this type occurs when consumers are highly involved with an expensive, risky purchase, but see little differences among brands. *Habitual buying behavior*, this type occurs under conditions of low consumer involvement and little significant brand differences. *Varietyseeking buying behavior*, consumers undertake this type in situation characterized by low consumer involvement but significant percieved brand differences..

Youth

Psychology, adolescence is a period of transition from early childhood to early adult children, who entered at the age approximately 10 to 12 years (Sarwono, 1997:32). Monks found globally adolescences last between 12-21 years, with the division of 12-15 years is early adolescence, 15-18 years is a mild-teen years, and 18-21 years is late adolescence (Monks, 2001:45)

Japanese Modern Culture Value

Japanese People as known have fashion taste unique is *harajuku*. *Harajuku* itself divide by : v*isual kei :* inspired by rock band costume, *lolita :* inspired by victorian fashion with dress and colorful lace, *ganguro :* the characteristic is skin color be made more brown and wear bright colorful make up, *cosplay :* dress as a character from a manga, anime, video game. *manga* is Japanese comic, while *anime* is Japanese cartoon (Kusuma, 2013:10) *Otaku* is a Japanese word that become international used to refer to people who are obsessive in their hobbies connected with *manga* and *anime*. The Japanese modern culture is start from 1947 with the start of publishing *manga Astro Boy* by Ozamu Tezuka as known nowadays as Father of Manga. The most common and well defined otaku types in Japan are : *manga otaku* is people collect every favourite series comic*, anime otaku* similar with *manga otaku* but focused more on collecting DVDs of their favorite *anime* series*, figure otaku* collect figurines (miniature of a characters like superheroes)*, pasokon otaku* a person obsessed with computers, they keep servers at the home to host *otaku* communities*, wota* is *idol otaku*. They are fans of *idol* groups of girl band they collect music, DVDs, and Photo Album*, gemu otaku* a video game *otaku* they own every console on the market and usually focus on role-playing games*, densha otaku* is a person who collect a figurines of all train in Japan. (Garcia, 2011:86).

Costumer Decision-Making Processes

Costumer decision making is the process of making purchase decision based on cognitive and emotional influence such as impulse, family, friends, advertisers, role models, moods, and situations that influence a purchase. (Schiffman and Kanuk, 2007 : 3). Customer decision making is an important thing because in understanding customer decision making, we will know how customer/consumer make the purchase decision, how the process of decision making by customer from searching until selecting the product or service, and also we can know the factors that influence the decision making. McDaniel et al (2011:191) this theory also can help the marketing managers in several ways. For example, if the managers know through research that gas mileage is the most important attribute for a certain target market, the manufacturer can redesign a car to meet that criterion. If the firm cannot change the design in the short run, it can use promotion in the effort to change consumer decision-making criteria. According to McDaniel et al (2011:202), there are several factors that influence in consumers decision making which are: (a) Cultural factors, (b) Social Factors, (c) Individual factors, (d) Psychological factors.
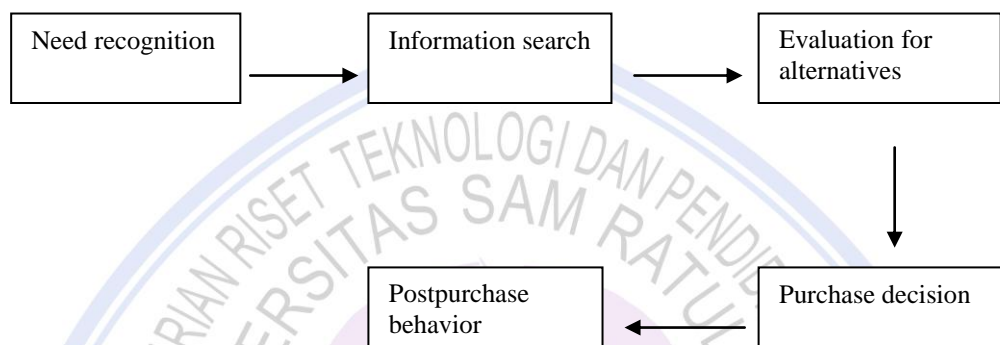
Figure 1. Five-stage Model of the Customer Buying Process
Source: Philip Kotler and Gary Armstrong (2010)

Customer Behavior

Schiffman and Kanuk (2004:8) define customer behavior as the behavior that customer display in searching for, buying, using, evaluating and disposing of product and services that they expect will satisfy their needs. Customer behavior focuses on how individuals make decision to spend their available resources (time, money, effort) on consumption related items. That includes what they but, why they buy, when they buy it, where they buy it, how often they buy it, how they evaluate it after the purchase and the impact of such evaluation on the future purchases, and how they dispose of it. As customers, we play a vital role in the health of the economy – local, national, and international. The purchase decision we make affect the demand for basic row materials, for transportation, for production, for banking; they affect the employment of workers and the deployment of resources, the success of some industries and the failure of others. Based on Kotler (2003:204) the customer information sources fall into four groups:
a. Personal sources: Family, friends, neighbours, acquaintances
b. Commercial sources: Advertising, salesperson, dealers, packaging, display
c. Public sources: Mass media, customer-rating organizations
d. Experiential sources: Handling, examining, using the product

Previous Research

Khairullah (2013). Cultural Values and Decision-Making in China. The five different cultural dimensions of Hofstede and Hofstede and Bond schema and their implications particularly on the decision-making process by international managers are discussed. In addition the paper reviews and reinforces scholarly research on Chinese culture and business practices in China and in other countries. Most of the differences between cultures arise from underlying value systems, which cause people to behave differently under similar circumstance, the findings of this paper together with those of previous studies could provide relevant information to managers who plan to do business in China.

The Similarity of this research with Kahirullah. (2013) is; Cultural Value impact on decision making process. The differences are; variable of Durriya H. Z. K. and Zahid Y. K. (2013) research is for International Manager and business practices of Chinese Culture. The method of Durriya H. Z. K. and Zahid Y. K. (2013) research used qualitative research on small sample size because the information used from Manager from four major city in China were considered while this research use quantitative research on youth in Manado.

Andries (2014). The Influence Of Korean's Celebrity Endorsement And Youth Buying Behavior On Youth Apparel Purchase Decision In Manado. The change of how youth in Manado response to Korean's celebrity appearance need to investigate. This research designed to find out the influence of Korean's celebrity endorsement and youth buying behavior on youth apparel purchase decision in Manado. One culture that was affecting many countries is Korean Modern culture, or better known as K-Modern / Hallyu Wave / Korean Wave. Indonesia was shipped impact is mainly due to the deployment of Indonesian culture which is a developing country that is easily influenced by the developed countries. The similarity of this research with Andries (2014) is; culture phenomenon, and the object of the research is youth in Manado and the research using . The differences are; variables that research of Alfa L. A. (2014) is; Korean celebrity endorsement while this research using Japanese modern culture.

Sagi (2015) "Ringi System" The Decision Making Process in Japanese Management Systems: An Overview. This paper aims to focus on the decision making procedure "Ringi System" of Japanese Management Process. It is a decision making process termed "Ringi" with a bottom up approach to overcome the traditional autocratic decision making practice. The paper aims at the characteristics of decision making procedure and its influence on the management style in Japan. This paper gives a detailed description of "Ringi" system as one of the important decision making processes prevalent in contemporary management practices to succeed in the global markets. The similarity of this research with Sagi (2015) is; the variable of Decision making process on Japanese cultural . The differences are; Srilalitha Sagi (2015) are; the variable is using is Japanese Management System called *ringi seido* while this research using Japanese Pop modern culture and the research is using qualitative method while this research using quantitative research.

Research Hypothesis

H_1 . :   There is a significant influences of Japanese Modern Culture value to purchase decision making process on youth society behavior in Manado.

H_2 . :   There is no significant influence of Japanese Modern Culture value to purchase decision making process on youth society behavior in Manado.

RESEARCH METHOD

Type of Research

This research is causal type of research where it will investigate the to know the influence of Japanese modern culture and youth decision making process in Manado.

Place and Time of Research

This research is conducted in Manado, North Sulawesi, Indonesia. This research will be held during November 2015 - February 2016.

Theoritical Framework
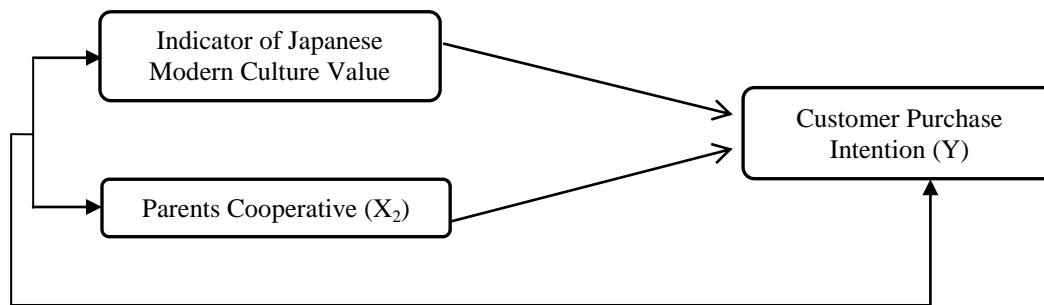
Figure 2. The Conceptual Framework
Source : Data Processed 2016

Population and Sample

The research population is youth that familiar with Japanese modern culture in Manado and Parents. The sample of this research is 50 peoples. This research will collect sample of all youth that attend event at Megamall Manado.

Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem (Sekaran and Boogie, 2010:35). The researcher obtains primary data from results of survey and questionnaires.

Operational Definition and Measurement of Research Variables
1.   Indicator of Japanese Modern Culture Value (X1)
    Related to the main indicator of Japanese modern culture value aspect affect on process in buying behavior. *Anime, Manga,* Fashion, Video Game.
a.   *Anime* : *Anime* (Japanese: アニメ, [anime] is Japanese hand-drawn or computer animation
b.   *Manga* : *Manga* is a Japanese term that can be translated as "comic";
c.   *Fashion* : Fashion is a popular style or practice, especially in clothing, footwear, accessories, makeup, body or furniture.
d.   *Video Game* : A video game is an electronic game that involves human interaction with a user interface to generate visual feedback on a video device such as a TV screen or computer monitor.
e.   ***Consumer Buying Behavior in Youth Society*** : Consumer buying behavior refers on buying behavior of final-consumer-individuals who buy goods and services on age span from 12-21 years or late adolescence. Friends factor, family factor, situation factor, satisfaction factor
2.   Parental Cooperation (X2)
    Kotler & Armstrong (2012:175) stated that family is the most important consumer buying organization insociety. The family of orientation consists of parents and siblings. Reference groups especially determines the desired and undesired products (Makgose & Mohube, 2007:64). It can be concluded that family members constitute the most influential primary reference group.
    Family members, forming the basic structure of the initial Reference Group, have a great impact on buyerbehavior. In everybody's life, two kinds of families may be formed. The first kind is a family in which someone is born and grows and religion, politics, economics and education of that person depends directly on that family
3.   Decision Making Process in Youth Society (Y)
    Consumer decision making is the process of making purchase decision based on cognitive and emotional influence such as impulse, family, friends, advertisers, role models, moods, and situations that influence a purchase

Data Analysis Method

Validity and Reliability Test

Validity is evidence that the instrument, technique, or process used to measure a concept does indeed measure the intended concept (Sekaran and Bougie, 2010:449) to analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what should be measured. Reliability is a test to the consistency and stability of the measuring instrument (Sekaran and Bogie, 2010:444). The higher of the coefficient prove the better of measuring instrument.

Ordinal Regression Analysis

Ordinal regression method is used to model the relationship between response (outcome) variables and a set of explanatory variables, which can be either categorical or numerical.

F-Test

A factor groups events into any number of different categories, and we'd like to know if these different categories can help to predict different outcomes. The null hypothesis presumes the factor will not affect the outcome: differences in the outcome variations between factor group and within factor groups should simply due to change.

RESULT AND DISCUSSION

Result

Validity and Reliability

X1 (Indicator Anime, Indicator Manga,Indicator Fashion and Indicator Game) are as follows; R_{count} Indicator Anime = 0.569, R_{count} Indicator Manga = 0.556, R_{count} Indicator Fashion = 0.577, R_{count} Indicator Game = 0.793. With significant rates (R_{table} N = 50, 5%) = 0.279. so that the basis for a decision in accordance with the validity if the $R_{count} > R_{table}$ then statement is Valid. Then 0.569, 0.556, 0.577, 0.793 > 0279. So the variable X is a valid statement. Parental watch = 0.514 R_{count} Parental Giving rights = 0.477, R_{count} Parental Control = 0.595, R_{count} . With significant rates (R_{table} N = 50, 5%) = 0.279. Then 0.514, 0.477, 0.595 > 0.279. So the variable X is a valid statement. accordance with the validity if the $R_{count} > R_{table}$ then the statement is Valid, Then 0.717, 0.876, 0.720 > 0.279. So the statement variable Y is Valid. The research instrument will be said as reliable if the Alpha Cronbach's showed more than acceptance limit is 0.2 pint. In this research the data shown 0.662, it means the instrument research is acceptable as reliable

Ordinal Regression Analysis

Table 1. Case Processing Summary

Case Processing Summary		N	Marginal Percentage
Costumer Purchase Intention	3	2	4.0 %
	4	1	2.0 %
	5	2	4.0 %
	6	5	10.0 %
	7	7	14.0 %
	8	3	6.0 %
	9	6	12.0 %
	10	5	10.0 %
	11	8	16.0 %
	12	7	14.0 %
	13	2	4.0 %
	15	2	4.0 %
Gender	Male	17	34.0 %
	Female	33	66.0 %

Table 1. Case Processing Summary (continued)

Case Processing Summary

		N	Marginal Percentage
Age	1	4	8.0 %
	2	13	26.0 %
	3	20	40.0 %
	4	10	20.0 %
	5	3	6.0 %
Job	Government Employees	15	30.0 %
	Private Employees	16	32.0 %
	Entrepreneur	9	18.0 %
	Armed Forces Services	3	6.0 %
	Others	7	14.0 %
Income Level	Rp. 1.500.000 – Rp. 2.000.000	2	4.0 %
	Rp. 2.000.001 – Rp. 2.500.000	12	24.0 %
	Rp. 2.500.001 – Rp. 3.000.000	32	64.0 %
	Rp. 3.000.001 – Rp. 4.000.000	4	8.0 %
School Education	High School	13	26.0 %
	Diploma	7	14.0 %
	Bachelor / S1	27	54.0 %
	Master / S2	3	6.0 %
Valid		50	100.0 %
Missing		0	
Total		50	

Source : Data Processed 2016

Model Fitting Information

Table 2. Model Fitting Information

Model	-2 Log Likehood	Chi-Sqare	Df	Sig.
Intercept Only	222.370			
Final	194.542	27.828	15	.023

Link function: Logit.
Source: Data processed 2016

Model fitting information, -2 log Likelihood shows that without put independent variable (intercept only) its value 222.370. However with put dependent variable (final) there is decreasing value become 194.542. This value changing is chi-square value 27.828 and significance of actual level 5% (sig.0.023).

Goodness of Fit Test
Table 3. Goodness of Fit Test

	Chi-Square	**df**	**Sig.**
Pearson	736.874	447	.000
Deviance	184.838	447	1.000

Link function: Logit.
Source: Data processed 2016

Goodness-of Fit shows the fit test model with data. Pearson value of 736.874 with significance 0.000 (< 0.05) and Deviance value 184.838 with significance 1.000 (> 0.05). It means model fits the empirical data or model does not fit the data well.

Pseudo R-Square

Table 4. Pseudo R-Square

Cox and Snell	**.427**
Nagelkerke	.431
McFadden	.120

Link function: Logit.
Source: Data processed 2016

Pseudo R-Square shows how big independent variable (Japanese Culture Indicator, and Parental Cooperating) be able to explain dependent variable (Customer Purchase Intention). These values as does the coefficient of determination in the regression. Cox and Snell value 0.427 (42.7%), Nagelkerke value 0.431 (43.1%) and McFadden 0.120 (12%). Among those three values of Pseudo R-Square, Nagelkerke is the biggest one with value of 0.431. It shows that Japanese Culture Indicator, Parental Cooperating able to explain Customer Purchase Intention as much as 43.1% while the rest 46.9% is explained by other factors not included in this research.

Parameter Estimate

Parameter Estimates above have to notice the Wald value and significance value. Variable X1 (Japanese Culture Indicator) has Wald value 0.002 with sig. 0.963 (>0.05), variable X2 (Parental Cooperative) has Wald value 1.062 with sig. 0.033 (<0.05). It shows that all independent variables which are Japanese Culture Indicator and Parental Cooperative have significant influence on Customer Purchase Intention on Youth Society in Manado

Table 5. Parameter Estimate

		Estimate	Std. Error	Waid	df	Sig.	95 % Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Y = 3]	4.375	4.755	.846	1	.358	-4.944	13.694
	[Y = 4]	4.880	4.747	1.057	1	.304	-4.425	14.184
	[Y = 5]	5.609	4.751	1.394	1	.238	-3.702	14.921
	[Y = 6]	6.900	4.769	2.093	1	.148	-2.448	16.248
	[Y = 7]	7.981	4.783	2.785	1	.095	-.1393	17.355
	[Y = 8]	8.326	4.788	3.024	1	.082	-1.058	17.710
	[Y = 9]	8.987	4.801	3.504	1	.061	-.423	18.397
	[Y = 10]	9.551	4.816	3.933	1	.047	.112	18.989
	[Y = 11]	10.592	4.853	4.765	1	.029	1.081	20.103
	[Y = 12]	12.339	4.955	6.201	1	.013	2.628	22.051
	[Y = 13]	13.304	5.032	6.991	1	.008	3.442	23.167
Location	X1	-.005	.096	.002	1	.963	-.193	.184
	X2	.274	.314	.760	1	.383	-.342	.889
	[Gender=1]	.396	.839	.222	1	.637	-1.249	2.040
	[Gender=2]	0			0			
	[Age=1]	-.225	2.022	.418	1	.518	-5.270	2.655
	[Age=2]	.519	1.637	.002	1	.966	-3.138	3.278

Table 5. Parameter Estimate (continued)

	Estimate	Std. Error	Waid	df	Sig.	95 % Confidence Interval	
						Lower Bound	Upper Bound
[Age=3]	1.137	1.664	.372	1	.542	-2.246	4.275
[Age=4]	-.293	1.530	.088	1	.766	-2.545	3.454
[Age=5]	0			0			
[Job=1]	-.225	1.120	.040	1	.841	-2.420	1.970
[Job=2]	.519	1.023	.258	1	.612	-1.485	2.524
[Job=3]	1.137	1.153	.972	1	.324	-1.123	3.396
[Job=4]	-.293	1.653	.031	1	.859	-3.532	2.964
[Job=5]	0			0			
[Income_Level=1]	4.970	2.140	5.390	1	.020	.774	9.165
[Income_Level=2]	4.168	1.500	7.721	1	.005	1.228	7.108
[Income_Level=3]	1.558	1.147	1.846	1	.174	-.699	3.805
[Income_Level=4]	0			0			
[School_Education=1]	1.359	1.994	.465	1	.496	-2.549	5.267
[School_Education=2]	2.193	2.173	1.019	1	.313	-2.065	6.451
[School_Education=3]	3.628	1.764	4.230	1	.040	.171	7.085
[School_Education=4]	0			0			

Link function: Logit

a. This parameter is set to zero because ut us redundant
   Source: Data processed 2016

Interpretation

1. Japanese Culture Indicator (X_1) does not give significant influence on Customer Purchase Intention (Y). The result of Japanese Culture Modern, Estimate value 0,005, Wald value 0,002 and sig. 0,963 (> 0,005).
2. Parental Cooperative (X_2) has significant influence on Customer Purchase Intention (Y). The result of Perceived Price: Estimate Value 0.276, Wald Value 1.062 and sig. 0.033 (< 0.05). This result shows the estimated coefficient for Parental Cooperative is 0.276 and take the exponent of this to find OR with Perceived Price as the base: exp (0.276) = 1.378. Odd Ratio of Perceived Price by dividing the exponent of 0.299 to 1, the result will be $1/1.378 = 0.725$. The odds for Perceived Price of achieving a higher level are 27.5% (1-0.725).

Table 6. Test Parallel Lines[b]

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	203.136			
General	.000[a]	203.136	170	.342

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories

a. The log-likelihood value is practically zero. There may be a complete separation in the data. The maximum likelihood estimates do not exist
b. Link functio**n**: Logit**.**
   Source: Data processed 2016

Hypothesis Testing
F Test

Table . ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164.226	2	82.113	15.799	.000[a]
	Residual	244.274	47	5.197		
	Total	408.500	49			

a. Predictors: (Constant), X
b. Dependent Variable: Y
  Source : SPSS Data Process 2016

Value 15.799 of FCount significant 0.000. Because the sig < 0.000 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.010. Therefore H0 is rejected and accepting Ha. Thus, the formulation of the hypothesis that The Influence of X1 and X2 on Y Simultaneously, accepted.

Discussion

Variable Japanese Culture Indicator (X_1) has not significant influence the Customer Purchase Intention (Y). The context of education level in this research is level of education of Japanese Culture Indicator is not supported to Customer Purchase Intention

Parental Cooperative (X_2) gives significant influence on Customer Purchase Intention (Y). This result shows the estimated coefficient for performance appraisal and take the exponent of this to find the OR with performance appraisal as the base: The odds of parental cooperative, the odds for Perceived Price of achieving a higher level are 27.5% . The odds for performance appraisal of achieving a higher level are 63% less than the odds for performance appraisal of the lower level.Variable parental cooperative (X_2) significantly influence customer purchase intention (Y), and in this research parental cooperative is most influence customer purchase intention. The costumer think that parental cooperative is influence for supporting their customer purchase intention. In this research the instruments to measure the variable parental cooperative is contain of parental watch, parental trust rights, parental control, and parental support.

From the Indicator that influence respondent to buy a Japanese product is based on the Modern culture Value on Japanese (Anime, Manga, Fashion, Game) are the factors that why respondent choose to buy a Japanese product. Based on one of the indicator which mean the relation between they choose a product based on what they watch or see in one of the Indicator.

Most of young people follow the fashion or the update apparel from the what is the newest season of Anime or what manga become popular nowadays. Most respondents said that they follow the development of Japanese Pop culture through Internet even they know the broadcasting time for the Japanese events. This is also in accordance with the practice of the life and style of those who like and collect all things related to Japanese Modern pop culture. In addition, one informant stated that he is more often follow the development of japanese Modern Pop culture over the internet which he is faster in displaying the latest information about Japanese Modern Pop culture like what Anime on next season will booming or the latest fashion on Japan especially in Akihabara.

It can be said that they are following the development of foreign cultures than their own culture. Interest in Japanese Modern Pop culture is due to the influence of those closest to them the family and friends. The more often a relative or friend they introduce and discuss this culture makes them more interested in finding out about the culture. based on they gather with other who also had same interest and many of them made a little Community or join the established community so they can sharing a lot information about Japanese Modern Pop Culture

The result from this research must be know Japanese modern pop culture influence in globalization also lead the youth people in Manado to buy a product which is related to the Japanese itself. From the indicator that influence respondent to buy a Japanese product is based on the modern culture value on Japanese (*anime, manga*, fashion, game) are the factors that why respondent choose to buy a Japanese product. Based on one of the indicator which mean the relation between they choose a product based on what they watch or see in one of the Indicator.

Most of young people follow the fashion or the update apparel from the what is the newest season of *anime* or what *manga* become popular nowadays. Most respondents said that they follow the development of Japanese pop culture through internet even they know the broadcasting time for the Japanese events.

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The more often a relative or friend they introduce and discuss this culture makes them more interested in finding out about the culture. based on they gather with other who also had same interest and many of them made a little community or join the established community so they can sharing a lot information about Japanese modern pop culture. And also in Manado already held many event based on Japanese modern pop culture, which is a agenda for them to gather around and also know each other they meet on Internet and also meet new friend.

From the event also is a pleasing because other people that do not know feeling interested with the Japanese modern pop culture because a event be done. Usually in the event many things has displayed such as food, fashion, music show, and many more. This research found tendency the decision making process on Japanese modern culture is influence by many indicator on Japanese modern culture and also impression by friend which is same interest, or based what is internet popular so they do not left behind and become trend in youth in Manado especially have same interest in Japanese modern.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Indicator of Japanese Modern Culture Value have slightly significantly effect on Decision Making Process in Youth Society in Manado
2. Parental cooperation in Youth Society have significantly effect on Decision Making Process in Youth Society in Manado
3. Youth buying behavior has have positive significant partial influence on parental cooperation on Japanese Modern Culture purchase decision in Manado

Recommendation

1. The lecturers and parents are advised to be able to assist and observe the process of the development of the adolescent life in terms of dealing with the development of science and technology, especially on information and communication technology. This, will help teens to be more selective in style.
2. The new opening target market segment in Manado of course in Japanese Modern culture value has impact on Youth Society.
3. For the Government are need to make a regulation in advance about the national culture for accordance with the modern of globalization and make it more interesting for in daily activities
4. To improve this research, the next researcher should add more variable or interviewing to make a better result for the influence on purchase intention.
5. The future research might use many more sample, in the large scale of the research object. Hopefully with that, the future research can have specific details for the research.

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