COMPARISON ANALYSIS BETWEEN MALE AND FEMALE OF CONSUMER PURCHASE BEHAVIOR OF YAMAHA MIO

ANALISA PERBANDINGAN KONSUMEN PRIA DAN WANITA TERHADAP PERILAKU PEMBELIAN YAMAHA MIO

By

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Abstract : Humans have many needs and wants that they must fulfill in his life. Motorcycles is one requirement that must be met to be used as a means of transportation. Male and female have their own criteria for selecting the type of motorcycle they want. Male and female have different decision-making to buy a motorcycle. The method used in this research is the method of comparative data, collecting data through questionnaires, data analysis methods (validity and reliability), hypothesis testing and independent sample t-test. The results showed a significant difference between male and female in the purchasing behavior of consumers towards Yamaha Mio. Yamaha Mio sellers should consider offering their products for men and women differently.

Keywords: decision making, consumer purchase behavior

Abstrak : *Manusia memiliki banyak kebutuhan dan keinginan yang harus mereka penuhi dalam hidupnya. Sepeda motor merupakan salah satu kebutuhan yang harus dipenuhi untuk digunakan sebagai alat transportasi. Pria dan wanita memiliki kriteria sendiri untuk memilih jenis sepeda motor yang mereka inginkan. Pria dan wanita memiliki pengambilan keputusan yang berbeda untuk membeli sepeda motor. Metode yang digunakan dalam penelitian ini adalah metode data komparatif, pengumpulan data melalui kuesioner, metode analisis data (uji validitas dan reliabilitas), uji hipotesis dan independent sample t-test. Hasil penelitian menunjukkan terdapat perbedaan yang signifikan antara pria dan wanita dalam perilaku pembelian konsumen terhadap Yamaha Mio. Sebaiknya penjual Yamaha Mio mempertimbangkan untuk menawarkan produknya untuk Pria dan Wanita secara berbeda.*

Kata kunci: pengambilan keputusan, perilaku pembelian konsumen

INTRODUCTION

Research Background

Many people think of marketing as only selling and advertising. People all over this world are bombarded every day with TV commercials, catalogs, sales calls, and e-mail pitches. However, selling and advertising are only the tip of the marketing iceberg. Today, marketing must be understood not in the old sense of making a sale—"telling and selling"—but in the new sense of *satisfying customer needs.* If the marketer understands consumer needs, develops products that provide superior customer values, set prices, distributes, and promotes them effectively, these products will be sold more easily. In fact, according to management guru Peter Drucker, "the aim of marketing is to make selling unnecessary." Selling and advertising are only part of a larger "marketing mix"—a set of marketing tools that work together to satisfy customer needs and build customer relationships. As a first step, marketers need to understand customer needs and wants and the marketplace in which they operate (Kotler and Armstrong 2011).

Decisions making is typically described as choosing among alternatives. However, decision making is not just a simple act of choosing among alternatives. Even for something as straightforward as deciding where to go for lunch, people do more than just choose burgers or pizza. Granted, people may not spend a lot of time contemplating the lunch decision, but they still go through the process when making that decision (Robbins and Coutler, 2012).

Personality describes a person's disposition as other people see it. The question marketing professionals want answered is: Do the traits predict people's purchasing behavior? Can companies successfully target certain products at people based on their personalities? And how do you find out what personalities they have? Are the extraverts you know wild spenders and the introverts you know penny pinchers? Maybe not. The link between people's personalities and their buying behavior is somewhat unclear, but market researchers continue to study it. For example, some studies have shown that "sensation seekers," or people who exhibit extremely high levels of openness, are more likely to respond well to advertising that's violent and graphic. The practical problem for firms is figuring out "who's who" in terms of their personalities. Male and female may respond differently to marketing messages. Once study showed that female valued connections and relationships with family and friends and placed a high priority on people. Men, on the other hands, related more to competition and placed a high priority on action. Everyone knows that male and female buy different products. Physiologically speaking, they simply need different product—different underwear, shoes, toiletries, and a host of other products. Male and female also shop differently.

As the country that has the third largest motorcycle population in the world after China and India, Indonesia can not be separated from traffic jams. Especially in the capital Jakarta, there are many motorcycles. Up to 2013, motorcycles made a great contribution to the total number of vehicles in Indonesia, which was around 76.4 million units as stated by Central Statistics Agency (2012). With almost 26.4 million units of motorcycles operating in Jakarta, the city has changed its title to "a sea full of motorcycles". Motorcycles are the most popular vehicle in Indonesia by a good margin because they are cheap to buy, cheap to run and they negotiate traffic much better than cars. It is common place for young families with up to three children to rely on motorbikes as their sole form of transport on most islands in the country. The motorcycle volume in Indonesia has been more successful than the automobile. Several factors may have contributed to this success, such as the total volume of motorcycle production is much higher than automobile production, the number of motorcycle producer is much smaller than the number of automobile producer in Indonesia and the deletion schedule for motorcycles was designed with the full participation of the motorcycle industry. Yamaha is one of the well-known brand motorcycle. Yamaha has many types of motorcycles for their consumers. It depends on the consumer to choose what kind of motorcycle they are going to purchase in accordance with the interests of each consumer. Yamaha offer two type of motorcycle to the consumer that is matic and automatic motorcycle. Yamaha Mio is one of the famous automatic motorcycle that Yamaha offer to consumer.

Research Objective
1. To identify the difference between male and female of purchase behavior of Yamaha Mio

THEORITICAL REVIEW

Gender

Gender refers to the socially constructed roles, behaviors, activities, and attributes that a given society considers appropriate for men and women. Some examples of gender characteristics:

1. In the United States (and most other countries), women earn significantly less money than men for similar work
2. In Vietnam, many more men than women smoke, as female smoking has not traditionally been considered appropriate
3. In Saudi Arabia men are allowed to drive cars while women are not
4. In most of the world, women do more housework than men

Gender is defined as a set of characteristics or traits that are associated with a certain biological sex (male/female). These characteristics are generally referred to as "masculine" or "feminine." Sex differences are differences associated with biological males or females. For example, males are on average taller than females, making height a statistically significant sex difference. To understand male psychology, we can look at certain clusters of personality traits often possessed at different levels by males and females. These are three traits are more common in males than females: aggression (most types), higher-stakes risk-taking and assertiveness. These are less common in males than females: sociability, harm-avoidance and emotionality.
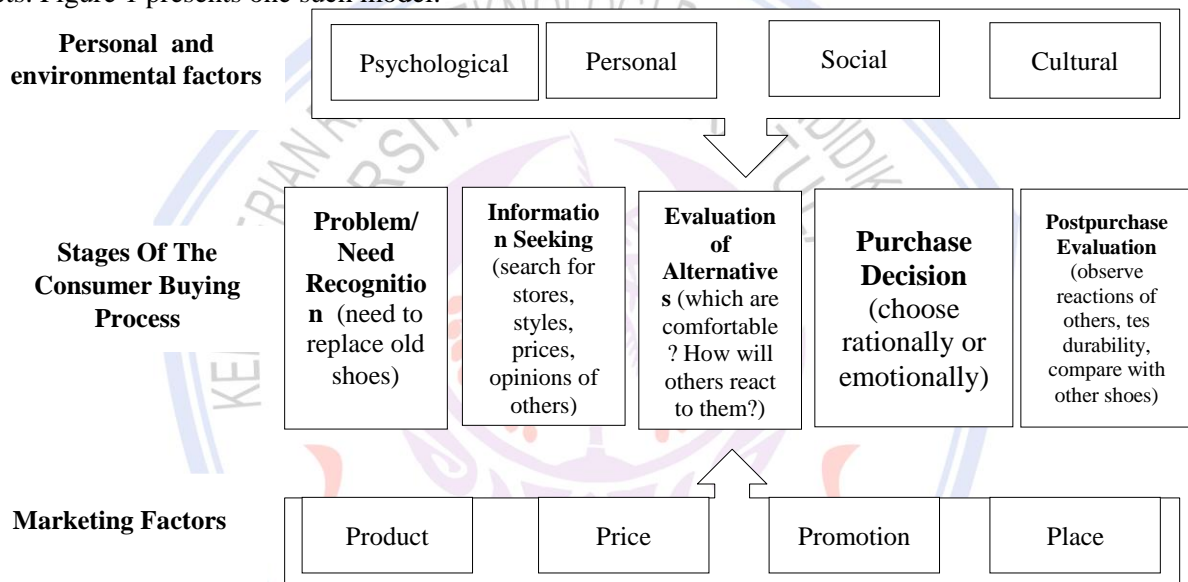
Consumer Purchase Behavior

Consumer purchase behavior is the study of how individuals, groups, an organizations select, buy, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. To understand consumer purchase behavior, marketers draw heavily on such fields as psychology and sociology. The result is a focus on four major influences on consumer behavior: psychological, personal, social and cultural. By identifying which influences are more active in certain circumstances, marketers try to explain consumer choices and predict future buying behavior (Ebert and Griffin, 2013). Psychological influences include an individual's motivations, perceptions, ability to learn and attitudes. Personal influences include lifestyle, personality and economic status. Social influences include family, opinion leaders (people whose opinions are sought by others), and such reference groups as friends, coworkers, and professional associates. Cultural influences include culture (the way of living that distinguishes one large group from another), subculture (smaller groups with shared values) and social class (the cultural ranking of groups according to such criteria as background, occupation and income).

Although these factors can have a strong impact on consumer's choices, their effect on actual purchases is sometimes weak or negligible. Some consumers, for example, exhibit high brand loyalty (they regularly purchase products, such as McDonald's foods, because they are satisfied with their performance). Such people are less subject to influence and stick with preferred brands. These are the steps for making decision before consumer buy some product (Robbins and Coutler, 2007):

1. Identifying a problem
   Every decision starts with a problem, a discrepancy between an existing and a desired condition. Identifying is important, but not easy.
2. Identifying decision criteria
   Every decision maker has criteria guiding his or her decisions even they are not explicitly stated. For example, A decides after careful consideration that memory and storage capabilities, display quality, battery life, warranty, and carrying weight are relevant criteria in her decision.
3. Allocating weights to the criteria
   If the relevant criteria are not equally important, the decision maker must weight the item in order to give them the correct priority in the decision. A simple way to give the most important criterion a weight of 10 and then assign weights to the rest using that standard. Of course, you could use any number as the highest weight.
4. Developing alternatives
   The fourth step in the decision making process requires the decision maker to list viable alternatives that could resolve the problem. In this step, a decision maker needs to be creative. And the alternatives are only listed, not evaluated just yet.

5. Analyzing alternatives
   Once alternatives have been identified, a decision maker must evaluate each one by using the criteria established in step 2. Sometimes a decision maker might be able to skip this step. If one alternatives scores highest on every criterion, you wouldn't need to consider the weights because that alternative would already be the top choice. Or if the weights were all equal, you could evaluate an alternative merely by summing up the assessed values for each one.

6. Selecting an alternative
   The sixth step in the decision-making process is choosing the best alternative or the one that generated the highest total in step 5.

7. Implementing the alternative
   In step 7 in the decision-making process, you put the decision into action by conveying it to those affected and getting their commitment to it.

8. Evaluating decision effectiveness
   The last step in the decision-making process involves evaluating the outcome or result of the decision to see whether the problem was resolved.

Students of consumer behavior have constructed various models to help show how consumers decide to buy products. Figure 1 presents one such model.

| Personal and environmental factors | Psychological | Personal | Social | Cultural |

| Stages Of The Consumer Buying Process | Problem/ Need Recognition (need to replace old shoes) | Information Seeking (search for stores, styles, prices, opinions of others) | Evaluation of Alternatives (which are comfortable ? How will others react to them?) | Purchase Decision (choose rationally or emotionally) | Postpurchase Evaluation (observe reactions of others, tes durability, compare with other shoes) |

| Marketing Factors | Product | Price | Promotion | Place |

Source: Kotler & Armstrong (2012). Principle of Marketing. Fourteenth edition.

As shown in figure 1, the stage of consumer buying process are: Problem/Need recognition, Information seeking, Evaluation of Alternative and Post purchase Evaluation.

Consumer buying process begins when the consumer recognizes a problem or need. Need recognition also occurs when you have a chance to change your buying habits. When you obtain your first job after graduation, your new income may let you buy things that were once too expensive for you. You may find that you need professional clothing, apartment furnishings, and a car. Bank of America and Citybank cater to such shifts in needs when they market credit cards to college students (Ebert and Griffin, 2013).

Having recognized a need, consumers often seek information. The search is not always extensive, but before making major purchases, most people seek information from personal sources, public sources and experience. From this information search, consumers develop an evoked set or consideration set, which is the group of products they will consider buying.

If someone is in the market for skis, they probably have some idea of who make skis and how they differ. By analyzing product attributes (price, prestige, quality) of the consideration set, consumers compare products before deciding which one best meets their needs.

Ultimately, consumers make purchase decisions. "Buy" decision are based on rational motives, emotional motives, or both. Rational motives involve the logical evaluation of product attributes: cost, quality, and usefulness. Emotional motives involve nonobjective factors and include sociability, imitation of others, and aesthetics. For example, you might buy the same brand of jeans as your friends to feel accepted in a certain group, not because your friends happen to have the good sense to prefer durable, comfortably priced jeans.

Marketing does not stop with the sale of a product. What happens after the sale is important. Marketers want consumers to be happy after buying products so that they are more likely to buy them again. Because consumers do not want to go through a complex decision process for every purchase, they often repurchase products they have used and liked. Not all consumers are satisfied with their purchases. These buyers are not likely to purchase the same product(s) again and are much more apt to broadcast their experiences than are satisfied consumers.

Previous Research

Lizárraga et al (2007) on their research proposed a conceptual framework to investigate the influence of gender and age in the importance allocated to several factors in the decision process was investigated from a naturalistic perspective. For this purpose, the Decision-Making Questionnaire (DMQ) has been used to analyze the data and was administered to a sample of 589 participants (294 men and 295 women) of ages between 18-80 years old, who were grouped into three developmental stages: youths 18-25 years (n= 207; 97 men and 110 women); adults 26-65 years (n= 205; 110 men and 95 women), and retired persons 66-80 years (n= 177; 87 men and 90 women). The statistical analyzes revealed significant differences due both to gender and age in participants' perception of the factors that determine their decision processes. Women are more concerned with uncertainty, doubts, and the dynamism that are involved in the decision. They place more value on time and money; they are more concerned about the consequences that may derive from the decision, no matter whether these affect them or other people. Women are more aware of the constraints that the setting and close persons put on them, and their emotions are more important to them in the decision process. Conversely, men assign more importance to the analysis of the information required to carry out the decision and to the definition of the goals or purposes of the decision. They are more motivated during the process and also feel more intensely the pressure from all the work-related aspects. The discussion about differences and similarities between women and men is always a fashionable topic, both in the domain of scientific research and in the public opinion. Sex is an important component of our identity and behaves like a category of thought and behavior.

Ronaghi et al (2013) on their research proposed a conceptual framework to investigate the effect of gender on consumer behavior. Methodology of their research is causal-comparative research. The current searching society is the student of Islamic Azad university of Neyshabuor and we have used the stratified random sampling and simple random sampling to select samples. Sample reach to 364 people. Also, in this search has been used from Questioner for tools of gathering data, and it is reliability is accounted with using of Cronbach test. Also, have been used T-Independent Method, has results from Analyzing Assumption show that, There is a significant relationship between gender and consumer behavior. Also, there is a significant relationship between gender and consumer behavior in terms of promotion and place. Consumer behavior is the study of when, why, how, and where people do or do not buy a product. Gender has an important role in consumer behavior. Because, the differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behavior.

Shabbir and Safwan (2014) on their research proposed the gender differences in consumer's decision making style. In branding literature, consumer's shopping characteristics are an important area in marketing research. In this study gender differences for six consumer shopping characteristics, brand consciousness, quality consciousness, price consciousness, fashion consciousness, impulse consciousness, and hedonic consciousness are empirically examined. The purpose of the study is to compare males and females for existing differences in consumer's decision-making styles, using the Consumer Style Inventory (CSI), to compare shopping pattern differences between consumers in Pakistan. The sample size is 140 and data were collected by convenience sampling method. The product category is apparel. An alpha level of .05 was set. Independent sample T- Test was applied to test the gender difference of different constructs. The reliability of the scales was evaluated by calculating as Cronbach's α for all variables, which is 0.807. Gender is considered as a dependent

variable while other all factors are independent variables. In results, consumers demonstrated different shopping patterns on brand, quality, price, fashion, impulse, hedonic consciousness. Moreover, male and female consumers exhibited different shopping patterns in relation to brand, quality and, price**.** Females (means 2.86) in Pakistan have more tendencies to make purchases due to hedonic consciousness than men (mean 3.08). This shows that both males and females shop for apparel due to hedonic consciousness but men are less hedonic conscious with respect to women.

Hyphotesis

Base on the theory and previous research, the hypothesis in this research can be formulated as follow:

Ha　　　: There is a difference between male and female in purchase behavior towards Yamaha Mio.

RESEARCH METHOD

Type of Research

This research uses comparative research to compare male and female in order to purchase Yamaha Mio

Place and Time of Research

This research was conducted in Manado between May-June 2015.

Research Procedure
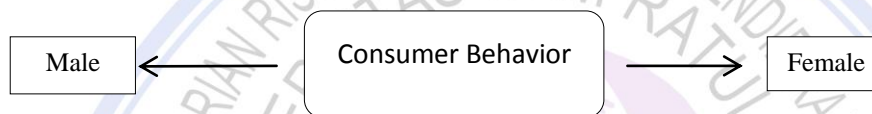
Male ← Consumer Behavior → Female

Figure 2 Conceptual Framework
Source: Theoretical review

Although marketing managers can tell us what feature people want in a new refrigerator, they cannot tell us why they buy particular refrigerators. What desire are consumers fulfilling? Is there a psychological or sociological explanation for why they purchase one product and not another? For this current research the implementation of this factor is mainly focused on how the customer buying process of Yamaha motorcycle in Manado. In the further analysis this factor will become the dependent variable. Based on the given theories in this chapter, there is a factor that influence consumer purchase behavior, that is gender.

One study by Resource Interactive, a technology research firm, found that when shopping online, male prefer sites with lots of pictures of products; female prefer to see products online in lifestyle context—say, a lamp in a living room. Female are also twice as likely as male to use viewing tools such as the zoom and rotate buttons and links that allow them to change the color of products. In general, male have a different attitude about shopping than female do. There is an old stereotypes: "Male see what they want and buy it, but female "shop 'til they drop." There's some truth to the stereotypes. Otherwise, you wouldn't see so many advertisements directed at one sex or the other—beer commercials that air on ESPN and commercials for household products that air on Lifetime. In fact, female influence fully two-thirds of all household product purchases, whereas male buy about three-quarters of all alcoholic beverages. The shopping differences between male and female seem to be changing, though. For example, younger, well-educated male are less likely to believe grocery shopping is a woman's job. They would also be more inclined to bargain shop and use coupons if the coupons were properly targeted at them. Many businesses today are taking greater pains to figure out "what male want." Products such as face toners and body washes for male, such as the Axe brand, are a relatively new phenomenon. So are hair salons such as the Male's Zone and Weldon Barber. Some advertising agencies specialize in advertising directed at male. Keep in mind that there are also many items targeted toward female that weren't in the past, including products such as kayaks and mountain bikes.

For this current research, the implementation of this factor is to identify the difference between male and female of purchase behavior of Yamaha Mio

Population

Population is "the entire group of people, events, of things of interest that the researcher wishes to investigate". The population that is mainly observed in this current research is people who are the users of Yamaha Mio motorcycle in Manado.

Sample

Sample is "a part of the population". Sample of this research is people who are the users of Yamaha Mio motorcycle in Manado as many as 100 respondents. The sampling design in this research is purposive sampling.

Data Collection Method

To collect informations from corespondents that used in the research; questionnaire, interview, observation, and documentation. This research using questionnaire method because questionnaire method is the most compatible method to use in analysing purchase behavior of male and female. Respondents will answer all the question in questionnaire.

Source of Data

There are two types of data that are used in this research:
1. Primary data
   Primary data is data collected by researchers to address the research problem.
a. Personal or face-to-face interview
   Face-to-face interview is conducted with the people that grouped by gender aspect, male and female.
b. Self-administered Survey

The researcher also gets primary data from the result of questionnaires. Questionnaires have been distributed to respondents. There were two parts in the questionnaire that were filled in by the respondents. First part asked about the identity of respondent and the second part asked about things that related with the variables.

2. Secondary data

Secondary data is data collected for some purpose other than the problem at hand. The secondary data were taken from books, journals, and relevant literature from library and internet. These secondary data were used in the background, literature review, research method, and discussions.

Operational Definition and Measurement of Research Variables

Consumer behavior is the study of how individuals, groups, an organizations select, buy, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. To understand consumer behavior, marketers draw heavily on such fields as psychology and sociology. This research is focus on four major influences on consumer behavior: psychological, personal, social and cultural. Personal factors including race, sex, age, etc. Male and female included in sex that in personal factors of consumer behavior. A scale is a tool or mechanism by which individuals are distinguished as to how they differ from one to another on the variables of interest to our study. Likert Scale as "An Interval scale that specifically uses the five response categories ranging from 'strongly disagree' to 'strongly agree' which requires the respondents to indicate a degree of agreement or disagreement with a series of statements related to the stimulus". By using the Likert Scale respondents didn't have problems in understanding and filling out the questionnaire and it is easy to measure, interpreting, and analyzed the data. Variables have been measured on five points of scale as shown below:

Table 1. Grading Point of Decision Making

Statement	Score
Strongly agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly disagree	1

Data analysis Method
Validity and Reliability Tests

Toward questionnaire design conducted is to perform validity and reliability test to prove the truth of hypothesis and to know the relation rate between variable Y and variable $X(X_1\&X_2)$. From the result of research's analysis conducted that questionnaire design with Pearson correlation coefficient more than 0.3 indicates valid, alpha coefficient on approximately $0.6000 - 0.7999$, so questionnaire design indicates reliable.

Reliability Test

The main usage of the Reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. To ensure that all questions in the questionnaire is truly reliable, the measurement of the *Internal Consistency is made, which can be defined as the correlation between questions items that is evaluated the same factor.* This Internal consistency can be seen at the **Cronbach Alpha Parameter,** with ideal score above 0.6

Validity Test

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of the conclusions, inferences or propositions. More formally, Cook and Campbell define it as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion". Validity test is used to measure whether or not a legitimate or valid questionnaire. A questionnaire is said to be invalid if the question and questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2005). Constructing validity is the assessment of validity (truth that an item is measuring something that actually measured) based on the pattern of linkages between items that measure them questions. Items that measure the same factors should have a strong inter-correlation and the measure of different factors should have a weak inter-correlation. If the correlation (Pearson Correlation) is strong, it will form groups (clusters) that accumulate represent factors that are measured. Each type of validity will highlight a different aspect of the relationship between the treatment (strict attendance policy) and the observed outcome (increased class participation).

Independent Samples T-test

In this research, this t-test is used to analyze the comparison between male and female of consumer purchase behavior of Yamaha Mio.

RESULT AND DISCUSSION

Result
Validity test
Table 2. Validity test

Correlations											
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Total
Q1	Pearson Correlation	1	.023	.067	.227	.031	.147	.387[*]	-.096	.350	.361[*]
	Sig. (2-tailed)		.903	.725	.228	.870	.438	.035	.615	.058	.050
	N	30	30	30	30	30	30	30	30	30	30
Q2	Pearson Correlation	.023	1	.172	.224	-.039	.284	.211	.095	.121	.523[**]
	Sig. (2-tailed)	.903		.364	.234	.838	.128	.262	.619	.523	.003
	N	30	30	30	30	30	30	30	30	30	30
Q3	Pearson Correlation	.067	.172	1	.192	.122	.084	.088	.382[*]	.035	.463[**]
	Sig. (2-tailed)	.725	.364		.309	.520	.660	.642	.037	.854	.010
	N	30	30	30	30	30	30	30	30	30	30

Table 2. Validity Test

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Total
Q4	Pearson Correlation	.227	.224	.192	1	.042	.149	.073	-.103	-.192	.374*
	Sig. (2-tailed)	.228	.234	.309		.824	.431	.703	.587	.310	.042
	N	30	30	30	30	30	30	30	30	30	30
Q5	Pearson Correlation	.031	-.039	.122	.042	1	.234	.397*	.296	.295	.512**
	Sig. (2-tailed)	.870	.838	.520	.824		.213	.030	.112	.114	.004
	N	30	30	30	30	30	30	30	30	30	30
Q6	Pearson Correlation	.147	.284	.084	.149	.234	1	.371*	.232	.392*	.669**
	Sig. (2-tailed)	.438	.128	.660	.431	.213		.044	.217	.032	.000
	N	30	30	30	30	30	30	30	30	30	30
Q7	Pearson Correlation	.387*	.211	.088	.073	.397*	.371*	1	-.098	.462*	.603**
	Sig. (2-tailed)	.035	.262	.642	.703	.030	.044		.607	.010	.000
	N	30	30	30	30	30	30	30	30	30	30
Q8	Pearson Correlation	-.096	.095	.382*	-.103	.296	.232	-.098	1	.264	.467**
	Sig. (2-tailed)	.615	.619	.037	.587	.112	.217	.607		.159	.009
	N	30	30	30	30	30	30	30	30	30	30
Q9	Pearson Correlation	.350	.121	.035	-.192	.295	.392*	.462*	.264	1	.549**
	Sig. (2-tailed)	.058	.523	.854	.310	.114	.032	.010	.159		.002
	N	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.361*	.523**	.463*	.374*	.512**	.669*	.603*	.467*	.549*	1
	Sig. (2-tailed)	.050	.003	.010	.042	.004	.000	.000	.009	.002	
	N	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS 22 Year 2015

Table 2 shows all indicators of independent variable of Comparison analysis between male and female of consumer purchase behavior of Yamaha Mio are stated valid because the correlation value is above 0.3 and below significance level of 0.05

Reliability test

Table 3 Reliability test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.709	.751	10

Source : SPSS 22, Year 2015

Table 3 shown the Cronbach's Alpha Value of Comparison analysis between male and female of consumer purchase behavior of Yamaha Mio is 0.709 higher than 0.60 which means that this research instrument is stated **reliable.**

Normality test

Table 4 Normality test

One-Sample Kolmogorov-Smirnov Test		
		Total
N		100
Normal Parameters[a,b]	Mean	28.44
	Std. Deviation	3.474
	Absolute	.069
Most Extreme Differences	Positive	.051
	Negative	-.069
Kolmogorov-Smirnov Z		.694
Asymp. Sig. (2-tailed)		.721
a. Test distribution is Normal.		
b. Calculated from data.		

Source : SPSS 22, Year 2015

Table 4 shown all the variables are stetted normal because Sig. of Kolmogorov-Smirnov and Shapiro-Wilk are higher than 0.05 which mean the population is normally distributed.

Homogeneity test

Table 5 Homogeneity test

Test of Homogeneity of Variance

		Levene Statistic	df1	df2	Sig.
Value	Based on Mean	2.531	1	98	.115
	Based on Median	2.527	1	98	.115
	Based on Median and with adjusted df	2.527	1	88.850	.115
	Based on trimmed mean	2.530	1	98	.115

Source : SPSS 22, Year 2015

Table 5 shown that both groups of subjects in the study have a normal distribution. Homogeneity test result is 0.115 and shows that the variance between the study samples is homogeneous.

Compare Means Based on Gender

Table 6 Compare Means Based on Gender

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Value	Male	50	27.40	3.725	.527
	Female	50	29.48	2.880	.407

Source : SPSS 22, Year 2015

Table 6 shown that there is difference between the independent sample based on group of gender one and two which is defined as male and female. Mean of this table is calculated from total respondent's answers of comparison analysis between male and female of consumer purchase behavior of Yamaha Mio (Q1-Q9).

Independent Sample t-test

Table 7 Independent Sample t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Value	Equal variances assumed	2.531	.115	-3.123	98	.002	-2.080	.666	-3.402	-.758
	Equal variances not assumed			-3.123	92.159	.002	-2.080	.666	-3.403	-.757

Source : SPSS 22, Year 2015

     Table 7 shows that the value of t is -3.123 with sig 0.002 as a significance (p<0.05) which indicates that the Ha is accepted and can be concluded that there are significant differences between male and female behavior to purchase Yamaha Mio.

Discussion

    The results of this study indicate that there are significant differences between male and female in buying a Yamaha Mio. In addition, this study also showed that female prefer purchasing Yamaha Mio than male. This result supported by a research by Lizárraga et al (2007) about "Factors that affect decision making: gender and age differences". Their research have proposed a conceptual framework to investigate the influence of gender and age in the importance allocated to several factors in the decision process was investigated from a naturalistic perspective. The statistical analyzes revealed significant differences due both to gender and age in participants' perception of the factors that determine their decision processes. Women are more concerned with uncertainty, doubts, and the dynamism that are involved in the decision. They place more value on time and money; they are more concerned about the consequences that may derive from the decision, no matter whether these affect them or other people. Women are more aware of the constraints that the setting and close persons put on them, and their emotions are more important to them in the decision process. Conversely, men assign more importance to the analysis of the information required to carry out the decision and to the definition of the goals or purposes of the decision. They are more motivated during the process and also feel more intensely the pressure from all the work-related aspects. The discussion about differences and similarities between women and men is always a fashionable topic, both in the domain of scientific research and in the public opinion. Sex is an important component of our identity and behaves like a category of thought and behavior.

CONCLUSION AND RECOMMENDATION

Conclusion

There are four dimensions for people to decide what they want to purchase base on this research, which is:
1. Social interaction (Extrovert and Introvert)
2. Preference for gathering data (Sensing and Intuitive)
3. Preference for decision making (Feeling and Thinking)
4. Style of making decisions (Perceptive and Judgmental)

    Male and female both have a different choice to decide what they want to purchase. Purchasing motorcycle can not separated from that. Male tend to prefer to buy a motor based on the physical design, more interesting design more male want to purchase while female is more interested in automatic motor because automatic motor is easy to use and help female in their activities.
Base on conclusion above can be concluded:
1. There is a significant difference between male and female behavior to purchase Yamaha Mio.
2. Female prefer to purchase Yamaha Mio than male.

3. Yamaha Mio targeting both male and female on their market.

Recommendation

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:
1. Company should be more innovative to produce new product that interest both male and female. An eye-popping design for Yamaha Mio will attract male customer for sure and for female company can offer a guarantee of comfortable riding.
2. Company should promote about Yamaha Mio to both female and male. Although female more interest Yamaha Mio than male, but to promote Yamaha Mio we should do for both male and female.

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