

## **ABSTRACT**

**NOOR RIZA PERDANA (01615210015)**

### **MALE CIRCUMCISION, WHAT MILLENNIAL PARENTS CONSIDERING PERCEIVED VALUE ON CIRCUMCISION CLINIC DECISION CHOICES**

Perceived value is the difference between prospective customers assessments of all the benefits and costs of an offer to its alternatives. Perceived value, according consists of several main aspects, namely functional value, emotional value, social value, religious value, epistemic value and economic value. These aspects of perceived value can influence the decision of a consumer to use or buy goods or services. The purpose of this study was to determine the factors that influence millennial parent decision choice on choose circumcision clinic. From the total of 270 respondents, there were 158 male respondents and 112 female respondents. The majority group of rspondents was in the range 36 – 41 years old. In term of education 89,63 with S1. This study show social value, religious value and epistemic value has positive and significant influence on the decision choice of millennial parents in choosing a circumcision clinic. Functional value, emotional value and economic value, in this study has no effect on decision choice.

**Keywords** Perceived Value, Decision Choice, Circumcision Clinic