

CHAPTER I

INTRODUCTION

1.1 Introduction

World global prevalence of male circumcision in 2016 was 38,7% conducted by Morris et al, circumcision is the most common and oldest simple urological procedure in the globe where often done in the countries where the majority Muslim and Jewish people as part of their religion and tradition (Morris, 2016). Throughout history, men in societies in Africa, Australia, the Americas, and other parts of the world have been circumcised with no connection to a Muslim or Jewish faith. Much research has gone into the origins of these rituals and how they evolved (Pinto, 2012). beside male circumcision demonstrated the multiple medical and health benefits (Morris, 2019). Health services are not only from the medical aspect but also from the wellbeing aspect in which there are certain psychological factors. Therefore, apart from technical quality, services also need to look at other aspects such as emotional and social factors, access to and the need for information.

Nowadays there is many factors influence parental decision to performed circumcision for their son, therapeutic, prophylactic, religious, aesthetic, cultural, social, and psychological emotional reason, although we need to understanding circumcision in the perspective of consumer and healthcare provider and also the access the need of information. The question remains: What is the main determining factor for perceived value on circumcision clinic decision choice? (Hoe et al, 2018).

The increasing number of circumcision clinics are growing, making clinic owners have to continue to maintain the quality and quality of the circumcision services they offer so that they can still be able to make millennial parents interested in coming to take advantage of circumcision services at their clinics. The circumcision clinic in maintaining its quality is certainly not an easy thing. Many millennial parents will be more interested in coming to other circumcision clinics if they have better facilities and infrastructure, of course this will be detrimental (Fonda, 2020).

The circumcision clinic certainly has a target or desire to be achieved, namely being able to meet the desires and needs of millennial parents as consumers. one way is to create value (*perceived value*). The value referred to here is the value perceived by millennial parents based on the difference between the costs they incur to get a product or service and the benefits to be received. When millennial parents perceive the value and benefits they get are greater than the costs, they will be satisfied and are likely to repurchase, but on the contrary when they get the value and benefits are less than the costs they incur, the satisfaction they get will be reduced, so it is likely that they will stop using it and switch to another clinic (Mukarromah 2019).

Perceived value, According to Kotler & Keller (2012) is the difference between prospective customers' assessments of all the benefits and costs of an offer to its alternatives. Perceived benefits are a combination of a number of aspects, namely: physical attributes, service attributes and technical support obtained in using the product. Meanwhile, the perceived sacrifice consists of all purchase costs

incurred at the time of purchase; for example the purchase price, acquisition costs, transportation, installation, handling, repair and maintenance costs, and the risk of failure or poor performance. Meanwhile, Ariany (2021) in his research concludes that perceived value the perception of the overall assessment of the utility of a product or service based on what is received and what is given. Where Perceived value, according to Sweeney & Soutar (2001), consists of four main aspects, namely emotional value, social value, performance (functional value), and price/cost/value of money (economic value). These aspects of perceived value can influence the decision of a consumer to use or buy goods or services. The better perceived value, the higher the consumer's purchase decision, where perceived value is something that can be considered in influencing consumer purchasing decisions (Lutfi, 2022).

Clinic X is one of the circumcision clinics that has been established since 2015, while clinic Y has been established since 2013. Both of these clinics are located in Banjarmasin City. At the beginning of these two clinics, millennial parents used their circumcision services, an average of 100 visits per year, but based on annual records reports, visits to clinics X and Y are slowly decreasing, even though these two clinics still maintain service quality and the quality of their clinical infrastructure. This raises the question, why the number of visits by millennial parents who use circumcision services at clinics X and Y can decrease even though it is seen that they still maintain the quality of services and supporting infrastructure.

The phenomenon that occurs in this study is illustrated based on the results of a brief interview on October 4, 2022 which was submitted to 2 owners of a circumcision clinic in the Banjarmasin City, namely Mr. M and Mr. D. Mr. M as

the owner of the circumcision clinic said that for the past 2 years the number of visitors who used circumcision services at their place had indeed decreased quite a bit, apart from being due to the COVID-19 pandemic, as well as the increasing number of circumcision clinics in Banjarmasin City. Mr. D also said almost similar to Mr. M plus more and more circumcision clinics are offering circumcision methods that are more sophisticated and less painful in the process and at a more affordable price. Table below show the number of patient visit on clinic X and Clinic Y from 2016-2021:

Table 1.1 Number of Patient Visit from circumcition Clinic in Banjarmasin City(Clinic X and Y)

Year	Number of Patient Visit			
	Clinic X (Mr. M)	Patient Decrease (%)	Clinic Y (Mr. D)	Patient Decrease (%)
2016	188		103	
2017	176	6,38%	98	4,85%
2018	154	11,3%	73	25,5%
2019	96	37,6%	51	30,1%
2020	59	38,5%	29	41,1%
2021	55	6,7%	16	44,8%

Based on the data in table 1.1, it can be seen that the number of visits by millennial parents (patients) has decreased in the 2016-2021 period. From the data above, it can be concluded:

1. Every year, clinic X and clinic Y experience a decrease in visits by millennial parents who use the circumcision services they offer.
2. The largest decrease for clinic X occurs in 2019-2020 (38.5%) and clinic Y in 2020-2021 (44.7%).

3. Covid-19 pandemic in Indonesia happen from 2020. its also contribute to decreasing patient visit on circumcition clinic. Because the government enforce measures to people like restriction mobilty and lockdown

Based on the data that has been obtained from interviews with owners of circumcision clinics X and Y, it can be seen that the decline in the number of visits by millennial parents who use circumcision services is a gap in this study. The researchers in this study chose the factors of functional value, emotional value, social value, religious value, epistemic value, economic value and circumcision clinic decision choice as the variables studied to answer this gap and to find out the origin of the decrease in the number of patient visits. This research is expected to help increase the number of visits by millennial parents who use circumcision services at clinics X and Y and provide information to clinic owners or clinic management as material for their future evaluations.

Aspects of perceived value that can influence the decisions of millennial parents in determining circumcision clinics in addition to functional value, emotional value, social value, and economic value can also be added to religious value and epistemic value. Based on Ahn and Back (2019), functional values are values that consumers want that are tangible, such as comfort, quality and others. Fonda, (2020) in his research states that functional value involves consumer perceptions of the quality and performance of a product. Functional value is the value obtained from product attributes that provide functional *utility* to customers. This value is directly related to the functions provided by service products to customers (Sudarso, 2016). Hoe et al (2018) say that consumers will look for goods

with good functional value. there are many circumcision clinics out there that have the same facilities, quality and strategic location. This causes millennial parents to have to look for other aspects to consider in determining which circumcision clinic to visit so that clinic owners must be able to promote well the services and infrastructure provided.

In addition to functional value, emotional value has an influence on the decisions of millennial parents in choosing a circumcision clinic. Emotional value has the meaning of a value that arises from the feelings and affectiveness of consumers after obtaining the product (Zhang, 2019). Asshidin et al. (2016) mentions that emotional value is the benefit that a person gets that is related to the emotional side of consumers. Handoyo (2020) in his research states that the perceived value which includes emotional value has an effect on consumer purchasing decisions. Emotional value is related to what millennial parents feel, such as a sense of security, pleasure and satisfaction in using the services of the selected circumcision clinic, this will certainly affect them in the selection of circumcision clinics in the future. Nilasari (2018) in his research also concludes that emotional value has a role for consumers in determining shopping platforms.

In addition to emotional values, social values have an influence on the decisions of millennial parents in choosing a circumcision clinic. Social value is the benefit that is felt and obtained by consumers in relation to one social group or several social groups (Candan, 2013). Hajli (2014) also suggests that *Social value* can foster buying interest through an experience and interaction on a consumer trust. Research conducted by De Vries (2014) shows that social value is a measure

of consumer engagement in determining a purchase commitment. Having a good social value will affect consumer choices to make purchases, this is in line with research conducted by Tunjungsari (2016).

In addition to social values, religious values have an influence on the decisions of millennial parents in choosing a circumcision clinic. Religious values can influence a person in deciding a purchase of goods or services, as stated by Rangkuti (2013) regarding one of the factors that influence consumer buying behavior, factors that contain elements of religion in it. Religiosity itself is a regulation that regulates the human condition as well as regarding something supernatural, regarding character and the association of living together (Hamid, 2014). Kusumawati (2014) in her research says that there is a significant relationship between purchasing decisions to buy products that have a halal label. Rakrachakarn (2015) reported the noteworthy inference that religiosity influences numerous aspects of customers' lifestyles that ultimately reshape the selection behavior.

In addition to religious values, epistemic values have an influence on the decisions of millennial parents in choosing a circumcision clinic. Epistemic value is a value that looks at the tendency of consumers to want information or knowledge and look for new things (Yulia, 2016). By getting knowledge or information related to the circumcision process, the methods used and the possible side effects, millennial parents will feel safer in using circumcision services at the clinic. In line with research conducted by Andrilla (2015), which states that epistemic values have a positive effect on sustainable consumption behavior. The purpose of the

circumcision clinic in providing information related to circumcision activities before the process is carried out is indeed to educate millennial parents who use their services. This is also supported by research conducted by Adhitiya (2019) which says that it has a positive influence on *attitudes* towards consumption behavior.

In addition to epistemic value, economic value has an influence on the decisions of millennial parents in choosing a circumcision clinic. Economic value can be interpreted as the value of circumcision clinic services paid by millennial parents to get services from the circumcision clinic. This is in line with Dharmmestha (2014) which states that price is the amount of money that consumers exchange by looking at the benefits of owning or using a product or service whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price for all buyers. If millennial parents feel that the price offered by the circumcision clinic is in accordance with the services they get, then this will be a consideration for millennial parents in choosing the circumcision clinic. Just as Haque (2020) stated that the purchase decision is a consumer decision that is influenced by the financial economy.

The aim of this study to explore male circumcision in parental or consumer perspective as decision maker for the procedure, we note the study of circumcision in parental or consumer perspective is still limited although Indonesia is one of the biggest Muslim populations in the world. The research conducted healthcare provider in clinic, the choice of clinic based on accessibility and reached every level

society. The findings of this research will provide new insights for clinical managers/management.

Table 1.2 Previous Research Related to Research Variables

Research Topic	Variable	Gap	Source
Predicting Consumer Perception and Its Impact on Purchase Intention for Residential Property Market.	Functional value and decision choice	functional value has positive impact to decision choice	Hoe et al, 2018
<i>Pengaruh Functional Value, Emotional Value Dan Value For Money Terhadap Minat Beli Ulang Apartemen Di Surabaya</i>	Functional value and decision choice	Functional value has positive influence to decision choice	Fonda, 2020
The power of	Emotional value	Emotional value	Khan and Mohsin,

emotional value: Exploring the effects of values on green product consumer choice behavior	and decision choice	has positive influence to decision choice	2017
How does the theory of consumption values contribute to place identity and sustainable consumption?	Emotional value and decision choice	Emotional value has strong effect towards decision choice	Lee, 2015
Theoretical Approach to the Methods Introduction to International Markets	Social value and decision choice	Social value has significant impact towards decision choice	Durmaz, 2014
Leveraging factors for sustained green consumption	Social value and decision choice	Social value has a significant positive impact on decision choice	Biswas, 2015

behavior based on consumption value perceptions: Testing the structural model			
<i>Islamic branding, religiusitas dan keputusan konsumen terhadap produk</i>	Religious value and decision choice	Religious value has significant influence to decision choice	Nasrullah, 2015
<i>Analisis Model Keputusan Berkunjung Ulang terhadap Loyalitas Pelanggan</i>	Religious value and decision choice	Religious value tidak mempengaruhi decision choice konsumen untuk berkunjung ulang	Primasari, 2021
The role of values in destination decision-making: The Indian travel market	Epistemic value and decision choice	Epistemic value contribute to selection in the decision maker	Dassanayke, 2017
Green buying	Epistemic value	Epistemic value	Goncalves, 2016

behavior and the theory of consumption values: A fuzzy-set approach	and decision choice	has a significant positive influence on decision choice	
<i>Analisis Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen</i>	Economic value and decision choice	Economic value has a positive and significant effect on decision choice	Asrizal, 2018
<i>Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian</i>	Economic value and decision choice	Economic value has a positive impact on decision choice	Sari, 2021

Based on previous research, there are researchs about Consumer Decision Choice. The novelty of this research is through the integration of the theory of Structure, Process, Output care quality from Donabedian. The functional value construct is measured through indicators that represent consumer evaluations of the

clinical service structure, the service process while at the clinic and the outcome of the circumcision medical procedure itself. So far, research with this approach has not been found, therefore this research can provide new contributions related to understanding millennial parents circumcision clinic decision choices

1.2 Research Question

Based on the problems underlying this research and the model proposed in this study, several research questions were formulated:

1. Does functional value has a positive influence on millennial parents for circumcision clinic decision choice?
2. Does emotional value has a positive influence on millennial parents for circumcision clinic decision choice?
3. Does social value has a positive influence on millennial parents for circumcision clinic decision choice?
4. Does religious value has a positive influence on millennial parents for circumcision clinic decision choice?
5. Does epistemic value has a positive influence on millennial parents for circumcision clinic decision choice?
6. Does economic value has a positive influence on millennial parents for circumcision clinic decision choice?

1.3 Research Purposes

This research was conducted by researcher with the aim of:

1. To test and analyzes a positive influence of functional value on the decision of millennial parents for circumcision clinic decision choice.
2. To test and analyzes a positive influence of emotional value on the decision of millennial parents for circumcision clinic decision choice.
3. To test and analyzes a positive influence of social value on the decision of millennial parents for circumcision clinic decision choice.
4. To test and analyzes a positive influence of religious value on the decision of millennial parents for circumcision clinic decision choice.
5. To test and analyzes a positive influence of epistemic value on the decision of millennial parents for circumcision clinic decision choice.
6. To test and analyzes a positive influence of economic value on the decision of millennial parents for circumcision clinic decision choice.

1.4 Research Benefit

Researcher has hope that this research will be useful both theoretically and practically, and in general it can be taken into consideration by millennial parents in determining the choice of circumcision clinics in the future.

1. Theoretical Benefits
 - a. The results of this study, theoretically, are expected to be an input in enriching insight into “functional value, emotional value, social value,

religious value, epistemic value, economic value on the decisions of millennial parents in choosing a circumcision clinic".

- b. This research can be a reference for later researchers in conducting further research on a similar field.

2. Practical Benefits

- a. For millennial parents, the results of this study can later be a reference in choosing a circumcision clinic.
- b. For the world of education, this research can provide benefits in increasing insight into "functional value, emotional value, social value, religious value, epistemic value, economic value on the decisions of millennial parents in choosing a circumcision clinic", as well as being a reference or basis for next related research.

1.5 Systematic Research

This research is divided into 5 main chapters. Each chapter of the 5 main chapters is divided into several sub-chapters. The following is a description of the research systematics used:

CHAPTER I: INTRODUCTION

The introduction contains the background, research questions, research objectives, research benefits and research systematics.

CHAPTER II: LITERATURE REVIEW

The literature review contains references related to the concept of constructs and variables that the researcher will examine. The references used

are theories regarding functional value, emotional value, social value, religious value, epistemic value, economic value. At the end of this chapter there is a picture of the research model and the hypotheses that have been made.

CHAPTER III : RESEARCH METHODS

This chapter contains the stages of the research journey, starting from the type of research, research variables, population, determination of research subjects, methods of determining the number of samples, sampling techniques and data analysis methods used.

CHAPTER IV: RESEARCH RESULTS AND DISCUSSION

The data that have been collected in this study and the stages of the data analysis process are contained in this chapter. Starting from the description of the respondent's profile, followed by a descriptive analysis of each variable and carried out inferential analysis using the SPSS program answer the research questions that have been made

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter is a chapter that concludes all the results of data analysis activities that have been described in the previous chapters, besides that it also contains the implications as well as suggestions and improvements. at the end of the chapter there are also limitations of the research which can be an input for the implementation of other research in the future.