

CHAPTER 4

RESULT AND DISCUSSION

4.1 Profile of Respondent

Respondents in this study were conducted by filling out questionnaires via the Google form which were distributed to a sample of respondents who are millennial parents who have sons and have been circumcised (270 respondents) from October to November 2022 and are willing to become research respondents by filling out a questionnaire the. An explanation of the demographic profile of the respondents will be explained in the table below:

Table 4.1 Respondent Profile

Characteristic	Category	Total	Percentage
Sex	Man	158	58,52%
	Woman	112	41,48%
Total		270	100%
Age	26-36	50	18,52%
	36-41	220	81,48%
Total		270	100%
Education	S2	21	7,78%
	S1	242	89,63%
	High School	7	2,59%
Total		270	100%

Source : Processed Primary Data (2022)

Based on table 4.1 above, it shows that out of 270 respondents, 158 people (58.52%) were man, and the remaining 112 people (41.48%) were woman. Based on the age range, 50 people (18.52%) had an age range of 26-36 years and 220 people (81.48%) had an age range of 36-41 years. Based on the level of education, 21 people (7.78%) had a Master's degree, 242 people (89.63%) had a Bachelor's degree and 7 people (2.59%) had a high school education.

4.2 Descriptive analysis

This study uses the research model described in the previous chapter using seven variables consisting of six independent variables (X) functional value, emotional value, social value, religious value, epistemic value and economic value and one dependent variable, namely decision choice (Y). Descriptive statistical analysis aims to describe the data obtained from the independent and dependent variables on millennial parents who filled out the questionnaire. The questionnaire distributed to the respondents consisted of 44 statements according to the research variables and indicators. In this study using a Likert scale with an interval scale, measuring variables based on five points, namely strongly agree with a score of 5, agree with a score of 4, neutral with a score of 3, disagree with a score of 2, and strongly disagree with a score of 1. Answers from these points given a score to determine which is higher and which is lower (Sekaran & Bougie, 2020).

Table 4.2 Index Value Score

Category	Interval Score
Strongly Disagree	1.000 – 1.800
Disagree	1.801 – 2.600
Neutral	2.601 – 3.400
Agree	3.401 – 4.200
Strongly Agree	4.201 – 5.000

Source : Sekaran & Bougie (2020)

Table 4.2 above shows that the interval values 1.000 – 1.800 fall into the category of strongly disagreeing, the interval values 1.801 – 2600 fall into the category of disagreeing, the interval values of 2.601 – 3.400 fall into the neutral category, the interval values of 3.401 – 4.200 are included in the agree category, and the interval value of 4.201 – 5.000 is in the strongly agree category (Sekaran & Bougie, 2020).

4.2.1 Functional Value Variable

Functional or utilitarian value is related to how well the characteristics, usability, or performance of the product or how well the products function. There are 10 indicators on the functional value variable that are valid and reliable. The results of the descriptive analysis can be seen in table 4.3 below:

Table 4.3 Functinal Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
FC.1	1. The facilities at this circumcision clinic are complete (for example, there are clean toilets, playing ground, cafetaria).	0,983	5	4,262	Agree
FC.2	2. The clinic address is easy to find	0,972	4	4,129	Agree
FC.3	3. The clinic near with our home.	0,894	4	3,714	Agree
FC.4	4. The physical environment in this circumcision clinic is clean.	0,731	4	4,259	Strongly agree
FC.5	5. The clinic has skilled medical personel.	0,557	5	4,581	Strongly agree
FC.6	6. The clinic has experienced medical personel.	0,648	4	4,344	Strongly agree
FC.7	7. The registration system process at this circumcision clinic is easy to acces.	1,066	4	3,614	Agree
FC.8	8. The administrative process at this circumcision clinic is quick	0,631	4	4,407	Strongly agree

FC.9	9. For me the waiting time from arrival to circumcision procedure is not too long.	0,803	5	4,311	Strongly agree
FC.10	10. the patients can quickly return to their normal activities after circumcision.	0,620	5	4,496	Strongly agree
Total				4,212	Strongly agree

Source : Processed Primary Data (2022)

Based on table 4.3, the largest Standard Deviation (SD) value is found in the FC.7 indicator with a value of 1.066 and the lowest SD value is found in the FC.5 indicator with a value of 0.557. When viewed based on the mean values of the ten functional value indicators, four indicators fall into the agree category and six indicators fall into the strongly agree category. The highest mean value is found in the FC.5 indicator with a value of 4.581 and the lowest mean value is found in the FC category. 7 with a value of 3.614. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the functional value variable of 4.212, it shows that the respondents' answers in this study were mostly in the category of strongly agreeing with statements on the functional value variable.

4.2.2 Emotional Value Variable

Emotional Value is a value that arises from the feelings and affectiveness of consumers after obtaining the product. There are 7 indicators on emotional value variables that are valid and reliable. The results of the descriptive analysis can be seen in table 4.4 below:

Table 4.4 Emotional Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
EM.1	1. I feel relieve with my choice at this circumcision clinic	0,952	5	4,244	Strongly agree
EM.2	2. I feel happy if I can choose this circumcision clinic among other alternatives	0,809	5	4,433	Strongly agree
EM.3	3. The staff of this clinic are very friendly	0,839	4	4,274	Strongly agree
EM.4	4. The staff of this clinic are very comunicable	0,848	4	4,259	Strongly agree
EM.5	5. This circumcision clinic can guarantee about the safety circumcision procedure	1,044	5	4,188	Agree
EM.6	6. This circumcision clinic can convince me	0,695	5	4,429	Strongly agree

	about the safety circumcision procedure				
EM.7	7. This Circumcision clinic atmosphere make me comfortable	0,891	5	4,385	Strongly agree
Total				4,316	Strongly agree

Source : Processed Primary Data (2022)

Based on table 4.4, the largest Standard Deviation (SD) value is found in the EM.5 indicator with a value of 1.044 and the lowest SD value is found in the EM.6 indicator with a value of 0.695. When viewed based on the mean value of the seven functional value indicators, one indicator is included in the agree category and six indicators are included in the strongly agree category. The highest mean value is in the EM.6 indicator with a value of 4.429 and the lowest mean value is in the EM.5 category with a value of 4.188. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the emotional value variable of 4.316, it shows that the respondents' answers in this study are mostly in the category of strongly agree with statements on the emotional value variable.

4.2.3 Social Value Variable

Social value can be defined as the perceived benefit and gain from opportunity affiliation with one or more appropriate social groups. There are 5 indicators on social value variables that are valid and reliable. The results of the descriptive analysis can be seen in table 4.5 below:

Table 4.5 Social Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
SC.1	1. This circumcision clinic is a clinic that is recommended by many of my friends, family	0,942	4	4,133	Agree
SC.2	2. By choosing this circumcision clinic, I can show my social status in the community	0,849	4	3,992	Agree
SC.3	3. Choosing this circumcision clinic is according to the expectations of my friends, family.	0,637	4	4,255	Strongly agree
SC.4	4. I feel appreciated if I share my experience using this circumcision clinic	0,823	4	4,081	Agree

SC.5	5. This circumcision clinic appears in many advertisement and social media	0,813	5	4,577	Strongly agree
Total				4,208	Strongly agree

Source : Processed Primary Data (2022)

Based on table 4.5, the largest Standard Deviation (SD) value is found in the SC.1 indicator with a value of 0.942 and the lowest SD value is found in the SC.3 indicator with a value of 0.637. When viewed based on the mean value of the five social value indicators, two indicators fall into the strongly agree category and three indicators fall into the agree category. The highest mean value is in the SC.5 indicator with a value of 4.577 and the lowest mean value is in the SC.2 category with a value of 3.992. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the emotional value variable of 4.208, it shows that the respondents' answers in this study were mostly in the category of strongly agreeing with statements on social value variables.

4.2.4 Religious Value Variable

Religiosity is one of the most important cultural forces and a key influence in buyer behaviour. This is because the purchasing decision can be categorised according to how much consumers adhere to a particular faith. There are 5 indicators on religious value variables that

are valid and reliable. The results of the descriptive analysis can be seen in table 4.6 below:

Table 4.6 Religious Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
RG.1	1. This Clinic Provide consumable stuff used in this circumcision clinic are guaranteed to be halal	0,955	4	3,970	Agree
RG.2	2. This Clinic Provide tools used in this circumcision clinic are guaranteed to be halal	0,876	4	4,162	Agree
RG.3	3. This Clinic Provide drugs used in this circumcision clinic are guaranteed to be halal	0,748	4	4,340	Strongly agree
RG.4	4. This clinic has adequate facilities for visitors to worship (e.g prayer room)	0,916	4	4,137	Agree
RG.5	5. This clinic service adequate proper step of circumcision in religious way (e.g spell Bismillah before starting Circumcision)	0,893	5	4,451	Strongly agree
Total				4,212	Strongly

		agree
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Source : Processed Primary Data (2022)

Based on table 4.6, the largest Standard Deviation (SD) value is found in the RG.1 indicator with a value of 0.955 and the lowest SD value is found in the RG.3 indicator with a value of 0.748. When viewed based on the mean value of the five religious value indicators, two indicators fall into the strongly agree category and three indicators fall into the agree category. The highest mean value is in the RG.5 indicator with a value of 4.451 and the lowest mean value is in the RG.1 category with a value of 3.970. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the religious value variable of 4.212, it shows that the respondents' answers in this study were mostly in the category of strongly agreeing with statements on religious value variables.

4.2.5 Epistemic Value Variable

Epistemic value is a perceived utility obtained from curiosity, providing novelty, or satisfying the desire for knowledge of a product. There are 7 indicators on epistemic value variables that are valid and reliable. The results of the descriptive analysis can be seen in table 4.7 below:

Table 4.7 Epistemic Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
EP.1	1. This clinic uses a modern circumcision method to my knowledge	0,893	4	4,151	Agree
EP.2	2. I got clear information about step and methods of circumcision procedure by doctor on duty at this circumcision clinic	1,066	4	3,614	Agree
EP.3	3. This Clinic provide less bleeding during circumcision ⁴	0,988	4	3,933	Agree
EP.4	4. This Clinic provide less pain during circumcision	0,845	4	4,218	Strongly agree
EP.5	5. This Clinic provide rapid wound healing process after the circumcision procedure	0,963	5	4,229	Strongly agree
EP.6	6. This Clinic provide minimal scar formation after the circumcision procedure	0,769	5	4,481	Strongly agree

EP.7	7. This Clinic provide aesthetic form of penile shape after circumcision procedure	0,917	5	4,318	Strongly agree
Total				4,135	Agree

Source : Processed Primary Data (2022)

Based on table 4.7, the largest Standard Deviation (SD) value is found in the EP.2 indicator with a value of 1.066 and the lowest SD value is found in the EP.6 indicator with a value of 0.769. When viewed based on the mean value of the seven epistemic value indicators, three indicators fall into the agree category and four indicators fall into the strongly agree category. The highest mean value is in the EP.6 indicator with a value of 4.481 and the lowest mean value is in the EP.2 category with a value of 3.614. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the epistemic value variable of 4.135, it shows that the respondents' answers in this study were mostly in the agree category with statements on the epistemic value variable.

4.2.6 Economic Value Variable

Economic Value is all benefits received by consumers compared to consumer sacrifices to obtain the product. There are 6 indicators on economic value variables that are valid and reliable. The results of the descriptive analysis can be seen in table 4.8 below:

Table 4.8 Economic Value Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
EC.1	1. The overall cost for a circumcision at this clinic is affordable for me	0,958	5	4,225	Strongly agree
EC.2	2. The costs for circumcision at this clinic are worth with the services provided	0,957	5	4,222	Strongly agree
EC.3	3. Compared to other clinics in the same level, for me the costs at this clinic are more economical	0,965	4	3,974	Agree
EC.4	4. There are various package options, including more economical packages at this circumcision clinic	1,093	4	3,885	Agree
EC.5	5. This clinic using high quality and good grade tool	0,917	5	4,262	Strongly agree
EC.6	6. This clinic using high quality and good grade consumable stuff	0,882	5	4,274	Strongly agree

Total	4,140	Agree
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Source : Processed Primary Data (2022)

Based on table 4.8, the largest Standard Deviation (SD) value is found in the EC.4 indicator with a value of 1.093 and the lowest SD value is found in the EC.6 indicator with a value of 0.882. When viewed based on the mean value of the seven economic value indicators, two indicators fall into the agree category and four indicators fall into the strongly agree category. The highest mean value is in the EC.6 indicator with a value of 4.274 and the lowest mean value is in the EC.4 category with a value of 3.885. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the total mean value on the economic value variable of 4.140, it shows that the respondents' answers in this study are mostly in the agree category with statements on the economic value variable.

4.2.7 Decision Choice Variable

Purchasing decisions are a reason for how consumers make choices about purchasing a product that is in accordance with their needs, desires and expectations, so that it can lead to satisfaction or dissatisfaction with the product. There are 4 indicators on the decision choice variable that are valid and reliable. The results of the descriptive analysis can be seen in table 4.9 below:

Table 4.9 Decision Choice Variable Descriptive Analysis

Indicator	Statement	SD	Median	Mean	Category
DC.1	1. I went out to choose this circumcision clinic if these needs of circumcision in the future	0,728	4	4,396	Strongly agree
DC.2	2. I would prefer this circumcision clinic than another clinic	1,203	4	3,929	Agree
DC.3	3. I feel the right decision when choose this circumcision clinic	0,835	5	4,329	Strongly agree
DC.4	4. I intend to use this circumcision clinic service for my family	0,670	5	4,540	Strongly agree
Total				4,299	Strongly agree

Source : Processed Primary Data (2022)

Based on table 4.9, the largest Standard Deviation (SD) value is found in the DC.2 indicator with a value of 1.203 and the lowest SD value is found in the DC.4 indicator with a value of 0.670. If seen based on the mean value of the four decision choice indicators, it shows that one indicator is included in the agree category and three indicators are included in the strongly agree category. The highest mean value is in the DC.4 indicator with a value of 4.540 and the lowest mean value is in the DC.2 category with a value of 3.929. All indicators have a minimum value of 1,000 and a maximum value of 5,000. Based on the

total mean value on the decision choice variable of 4.299, it shows that the respondents' answers in this study are mostly in the category of strongly agreeing with the statements on the decision choice variable.

4.3 Inferential Analysis

4.3.1 Classic Assumption Test

4.3.1.1 Normality Test

Normality test aims to determine whether the residuals are normally distributed or not. A good regression model is to have normally distributed residuals. The analysis in this study uses the One-Sample Kolmogorov-Smirnov (KS) with a significance of >0.05 , so the data is considered normal. The results of the analysis of the normality test in this study can be seen in the following table below:

Tabel 4.10 One-Sample Kolmogorov-Smirnov Test result

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0,103

Source : Processed Primary Data (2022)

Based on the table above, the results obtained are the value that the Asymp. Sig. (2-tailed) of 0.103 is greater than 0.05, it can be concluded that the residual values in this study are normally distributed.

4.3.1.2 Multicollinearity Test

Multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between independent variables. If the Tolerance value is > 0.1 and the VIF value is < 10 , then the regression model does not have multicollinearity and vice versa. The results of the multicollinearity test can be seen in the following table:

Table 4.11 Multicollinearity Test Result

Variabel Independent	Tolerance	VIF
Functional Value	0,769	1,300
Emotional Value	0,754	1,326
Social Value	0,857	1,167
Religious Value	0,856	1,168
Epistemic Value	0,670	1,493
Economic Value	0,743	1,346

Source : Processed Primary Data (2022)

Based on the table above, the results obtained for the functional value variable have a tolerance value of $0.769 > 0.1$ and a VIF value of $1.300 < 10$. The emotional value variable has a tolerance value of $0.754 > 0.1$ and the VIF value is $1.326 < 10$. The social value variable has a tolerance

value of $0.857 > 0.1$ and the VIF value is $1.167 < 10$, the religious value variable has a tolerance value of $0.856 > 0.1$ and the VIF value is $1.168 < 10$. the epistemic value variable has a tolerance value of $0.670 > 0.1$ and a VIF value of $1.493 < 10$. The economic value variable has a tolerance value of $0.743 > 0.1$ and a VIF value of $1.346 < 10$. So it can be seen that the tolerance value for all independent variables value > 0.1 and VIF values for all independent variables < 10 , it can be concluded that there is no multicollinearity between the independent variables.

4.3.1.3 Heteroscedasticity Test

Heteroscedasticity test was carried out with the aim of knowing whether the regression models have the same residuals. If the variance of the residuals in one observation and other observations remains, then homoscedasticity occurs and vice versa. A good regression model does not show symptoms of heteroscedasticity. The test used is the Glejser heteroscedasticity test. In the Glejser heteroscedasticity test, if the variable significance value is > 0.05 , heteroscedasticity does not occur. Here are the test results:

Table 4.12 Variable Significance

Variable	Sig.
Functional Value	0,475
Emotional Value	0,203
Social Value	0,105
Religious Value	0,661
Epistemic Value	0,708
Economic Value	0,533

Source : Processed Primary Data (2022)

Based on the table above, it can be seen that all variables have a significance value of > 0.05 , so it can be concluded that the regression model in this study did not show indication of heteroscedasticity.

4.3.1.4 Multiple Linear Regression Test Analysis

This test aims to determine the effect of functional value (X1), emotional value (X2), social value (X3), religious value (X4), epistemic value (X5) and economic value (X6) to the decision choice (Y). Based on the results of the linear regression test, the results are as shown in the table below:

Table 4.13 Result of Multiple Linear Regression Test Analysis

	Unstandardized B
(Constant)	5,345
Functional Value	(-)0,072

Emotional Value	0,053
Social Value	0,316
Religious Value	0,109
Epistemic Value	0,159
Economic Value	(-)0,010

Source : Processed Primary Data (2022)

The form of the multiple linear regression equation includes two or more variables in this study with the formula:

$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n$. The regression equation is meaningful:

1. Constant

Based on the table 4.13, the constant value is positive 5.345, meaning if the functional value, emotional value, social value, religious value, epistemic value and economic value variables are equal to zero, the decision choice variable will have a value of 2.567.

2. Functional Value Regression Coefficient (b₁)

Based on the table 4.13, the regression coefficient value is -0.072 or -7.2%, meaning that if the functional value variable (X₁) increases by 1 point, the value of the decision choice variable (Y) will decrease by 0.072. This shows that the regression coefficient of the functional

value variable (X1) has a negative effect on decision choice (Y).

3. Emotional Value Regression Coefficient (b₂)

Based on the table 4.13, the regression coefficient value is 0.053 or 5.3%, meaning that if the emotional value variable (X2.) increases by 1 point, the value of the decision choice variable (Y) will increase by 0.053. This shows that the regression coefficient of the emotionalvalue variable (X2) has a positive effect on decision choice(Y).

4. Social Value Regression Coefficient (b₃)

Based on the table 4.13, the regression coefficient value is 0.316 or 31.6%, meaning that if the social value variable (X3) increases by 1 point, the value of the decision choice variable (Y) will increase by 0.316. This shows that the regression coefficient of the social value variable (X2) has a positive effect on decision choice (Y).

5. Religious Value Regression Coefficient (b₄)

Based on the table 4.13, the regression coefficient value is 0.109 or 10.9%, meaning that if the religious value variable (X4()) increases by 1 point, the value of the decision choice variable Y) will increase by 0.109. This

shows that the regression coefficient of the religious value variable (X4) has a positive effect on decision choice (Y).

6. Epistemic Value Regression Coefficient (b₅)

Based on the table 4.13, the regression coefficient value is 0.159 or 15.9%, meaning that if the epistemic value variable (X5) increases by 1 point, the value of the decision choice variable (Y) will increase by 0.159. This shows that the regression coefficient of the epistemic value variable (X5) has a positive effect on decision choice (Y).

7. Economic Value Regression Coefficient (b₆)

Based on the table 4.13, the regression coefficient value is -0.010 or -1.0%, meaning that if the economic value variable (X6) increases by 1 point, the value of the decision choice variable (Y) will decrease by 0.010. This shows that the regression coefficient of the economic value variable (X6) has a negative effect on decision choice (Y).

4.3.2 Hypothesis Testing

Statistical hypothesis based on the formulation of the problem, namely:

1. $H_0: \beta_1 = 0$, functional value doesn't have a positive influence on millennial parents for circumcision clinic decision choice

- $H_a:\beta_1 \neq 0$, functional value has a positive influence on millennial parents for circumcision clinic decision choice
2. $H_0:\beta_2 = 0$, emotional value doesn't have a positive influence on millennial parents for circumcision clinic decision choice
- $H_a:\beta_2 \neq 0$, emotional value has a positive influence on millennial parents for circumcision clinic decision choice
3. $H_0:\beta_3 = 0$, social value doesn't have a positive influence on millennial parents for circumcision clinic decision choice
- $H_a:\beta_3 \neq 0$, social value has a positive influence on millennial parents for circumcision clinic decision choice
4. $H_0:\beta_4 = 0$, religious value doesn't have a positive influence on millennial parents for circumcision clinic decision choice
- $H_a:\beta_4 \neq 0$, religious value has a positive influence on millennial parents for circumcision clinic decision choice
5. $H_0:\beta_5 = 0$, epistemic value doesn't have a positive influence on millennial parents for circumcision clinic decision choice
- $H_a:\beta_5 \neq 0$, epistemic value has a positive influence on millennial parents for circumcision clinic decision choice
6. $H_0:\beta_6 = 0$, economic value doesn't have a positive influence on millennial parents for circumcision clinic decision choice
7. $H_a:\beta_6 \neq 0$, economic value has a positive influence on millennial parents for circumcision clinic decision choice

4.3.2.1 Statistical t Test

t test statistical aims to show how much influence one independent variable has on the dependent variable. The t test in testing the hypothesis used in research to determine whether the hypothesis is accepted or rejected, with a significance level of $\alpha = 0.05$. The results of the statistical t test can be seen in the table 4.14 below:

Table 4.14 t Test Result

	t-count	Sig.
(Constant)	2,799	0,006
Functional Value	-1,709	0,089
Emotional Value	1,313	0,190
Social Value	5,939	0,000
Religious Value	2,084	0,038
Epistemic Value	3,104	0,002
Economic Value	-0,226	0,821

Source : Processed Primary Data (2022)

Based on table 4.14, the stages of the t test with a significance level = 0.05 can be done by determining the t table value using a statistical table. The formula used is $df = n - k - 1$, where n is the amount of data, k is the number of independent variables so that $df = 270 - 6 - 1 = 263$ is obtained. To get the value of t table the following relationship is used, namely $t \text{ table} = (\alpha / 2 ; n - k - 1)$; then get $t \text{ table} = (0.025;$

263) = 1.968. If $t_{\text{count}} > t_{\text{table}}$, and significance < 0.05 then H_0 is rejected and H_a is accepted.

The results of the t test that has been carried out aim to test the hypothesis used in the study to determine whether the hypothesis is accepted or rejected. The results obtained are listed in the table below

Table 4.15 Hypothesis Testing Result

Hipotesis	t-statistic	Sig.	Result
H1: Functional Value has a positive influence on millennial parents for circumcision clinic decision choice	-1,709	0,089	Rejected
H2: Emotional Value has a positive influence on millennial parents for circumcision clinic decision choice	1,313	0,190	Rejected
H3: Social Value has a positive influence on millennial parents for circumcision	5,939	0,000	Accepted

clinic decision choice			
H4: Religious Value has a positive influence on millennial parents for circumcision clinic decision choice	2,084	0,038	Accepted
H5: Epistemic Value has a positive influence on millennial parents for circumcision clinic decision choice	3,104	0,002	Accepted
H6: Economic Value has a positive influence on millennial parents for circumcision clinic decision choice	-0,226	0,821	Rejected

Source : Processed Primary Data (2022)

The following is an explanation from table 4.15 above:

1. First Hypothesis Testing (H1)

Based on the table 4.15, it is known that the t count value is -1.709, because t count has a negative value, it

will also use a negative t table, so it is known that t count $-1.709 > t \text{ table } -1.968$; and the significance value is $0.089 > 0.05$, then H_0 is accepted. This means that the functional value has no influence on the decision choice of millennial parents in determining the circumcision clinic.

2. Second Hypothesis Testing (H2)

Based on the table 4.15, It is known that t count is $1.313 < t \text{ table is } 1.968$; and the significance value is $0.190 > 0.05$, then H_0 is accepted. This means that emotional value has no influence on the decision choice of millennial parents in choosing a circumcision clinic.

3. Third Hypothesis Testing (H3)

Based on the table 4.15, It is known that t count is $5.939 > t \text{ table is } 1.968$; and the significance value is $0.000 < 0.05$, then H_0 rejected and H_a accepted. This means that social values have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic.

4. Fourth Hypothesis Testing (H4)

Based on the table 4.15, It is known that t count is $3.104 > t \text{ table is } 1.968$; and the significance value is $0.038 < 0.05$, then H_0 rejected and H_a accepted. This means that religious values have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic.

5. Fifth Hypothesis Testing (H5)

Based on the table 4.15, It is known that t count is $2.084 > t$ table is 1.968; and the significance value is $0.002 < 0.05$, then H_0 rejected and H_a accepted. This means that epistemic value has a positive influence on the decision choice of millennial parents in determining the circumcision clinic.

6. Sixth Hypothesis Testing (H6)

Based on the table 4.15, It is known that the value of t count is -0.226, because t count has a negative value, it will also use a negative t table as well, so it is known that count $-0.226 > t$ table -1.968; and the significance value is $0.821 > 0.05$, then H_0 is accepted . This means that economic value has no influence on the decision choice of millennial parents in choosing a circumcision clinic.

4.3.2.2 Statistical F Test

F test test or simultaneous test aims to show whether the research model under study is appropriate or not, it can be seen that there is a significant influence between all the independent variables together on the dependent variable. This is done by determining the value of the F table at the significance level = 0.05 and the formula used is $F \text{ table} = (k;$

$n - k$). Based on the results of the statistical F test conducted, the following results were obtained:

Table 4.16 F Test Result

	F	Sig.
Regression	13,496	0,000

Source: Processed Primary Data (2022)

F table value at significance level = 0.05. The formula used is $F_{table} = (k; n - k)$, where k is the number of independent variables and n is the amount of data. So, $F_{table} = (6; 264) = 2.12$. If $F_{count} > F_{table}$ and $significance < 0.05$ then the variables functional value, emotional value, social value, religious value, epistemic value and economic value together have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic. Based on the table above it is known that $F_{count} (13.496) > F_{table} (2.12)$ and a significance of $0.000 < 0.05$, then H_0 rejected and H_a is accepted. It can be concluded that the variable functional value, emotional value, social value, religious value, epistemic value and economic value together have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic.

4.3.2.3 Test of the coefficient of determination (R^2)

The test of the coefficient of determination (R^2) aims to determine the ability of the independent variable to explain its effect on the dependent variable. This can be seen based on the value of determination is between 0 and 1 ($0 \leq R^2 \leq 1$). Based on the results of the coefficient of determination test, the following table is obtained:

Table 4.17 Test of the coefficient of determination (R^2) Result

Model	R^2
1	0,235

Source: Processed Primary Data (2022)

Based on the table above, the coefficient of determination (R^2) is 0.235, meaning $0 \leq 0.235 \leq 1$. It is concluded that the variables are functional value, emotional value, social value, religious value, epistemic value and economic value together have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic by 0.235 or 23.5%, while the remaining 76.5% is influenced by other factors not examined in this study.

4.3.2.4 Correlation Coefficient Test

This test is used to determine the closeness and direction of the relationship between the independent and

dependent variables expressed by the correlation coefficient (r). Correlation criteria based on the value of r are as follows.

0,81 – 1,00 = perfectly correlated

0,61 – 0,80 = strongly correlated

0,41 – 0,60 = moderately correlated

0,21 – 0,40 = weakly correlated

0,00 – 0,20 = no correlation

Based on the results of the correlation coefficient test the following analysis results are obtained:

Table 4.18 Correlation Coefficient Test Result

	Decision Choice
Functional Value	0,104
Emotional Value	0,259
Social Value	0,401
Religious Value	0,233
Epistemic Value	0,297
Economic Value	0,186

Source: Processed Primary Data (2022)

Based on the table above, the functional value variable has a correlation coefficient value of 0.104, it can be concluded that the functional value variable with the decision

choice variable has no correlation. The emotional value variable has a correlation coefficient value of 0.259, this means that the emotional value variable and the decision choice variable are weakly correlated. The social value variable has a correlation coefficient value of 0.401, this means that the social value variable and the decision choice variable are moderately correlated. The religious value variable has a correlation coefficient value of 0.233, this means that the religious value variable and the decision choice variable are weakly correlated. The epistemic value variable has a correlation coefficient value of 0.297, this means that the epistemic value variable and the decision choice variable are weakly correlated. The economic value variable has a correlation coefficient value of 0.186, this means that the economic value variable and the decision choice variable have no correlation.

4.4 Discussion

4.4.1 Functional Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing, it is known that the functional value variable significance $0,089 > 0,05$, this means that H_0 is accepted, it can be concluded that the functional value variable has no influence on the decision choice variable on millennial parents

in determining the circumcision clinic. Functional or utilitarian value is related to how well the characteristics, usability, or performance of the product (goods or services) or how well the products (goods or services) function. Ahn & Back (2019) states that functional values are values that consumers want that are tangible, such as convenience, quality and others. Functional value involves consumer perceptions of the quality and performance of a product.

The functional value variable test results is not significant, this indicate that the functional value of a circumcision clinic is not a consideration for millennial parents in choosing a circumcision clinic. This can happen because the respondents already know about the quality or service provided by the circumcision clinic in the city of Banjarmasin, so that the respondents feel they already know the quality of the circumcision clinic they will choose later so that the functional value of a circumcision clinic is not a consideration for millennial parents. Based on research conducted by Lin et al (2012) functional value does not significantly affect consumer habits in choosing a product. In line with this research, Khan (2017) also said in his research that functional value does not have a significant effect on consumer behavior in choosing products. Adhitiya (2019) in his research also argued that functional value or product quality is not a consideration for consumers in choosing a product.

4.4.2 Emotional Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing conducted, it is known that the emotional value variable has a significance value of $0.190 > 0.05$, this means that H_0 accepted. It can be concluded that the emotional value variable has no influence on the decision choice variable in millennial parents in determining the circumcision clinic. Emotional value is measured on a profile of feelings associated with the alternative. Emotional value can affect consumer perceptions of goods and services. Thoughts or emotions of the customer can affect the consumer's response to the service. Positive feelings accompanied by feelings of satisfaction, joy, and happiness will increase consumer satisfaction. Conversely, the emergence of negative things such as sadness, depression, regret will have the possibility of reducing the level of satisfaction with service use. According to Wong (2018) emotional value is defined as a utility that comes from the affective or consumer feelings towards a product. The emotional value of a circumcision clinic can be seen from how the clinic can foster a sense of relief, joy and a sense of security for parents who use their services. This can happen if the clinic has communicative and friendly staff.

The results of the insignificant emotional value variable test show that the emotional value of a circumcision clinic is not a consideration for millennial parents in choosing a circumcision clinic.

This could be because the respondents were parents with an average undergraduate education level, which made them more emotionally and psychologically stable, so they felt that the emotional value aspects offered by a circumcision clinic did not influence their decision to choose a circumcision clinic. These results are in line with research conducted by Nisrina (2019) which says that emotional values do not have a significant effect on consumers when choosing for using services. This is also similar to the results of Metra's research (2020) which states that emotional factors do not have a significant effect on consumer decisions in choosing products.

4.4.3 Social Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing conducted, it is known that the social value variable has a significance value of $0.000 < 0.05$, then H_0 rejected and H_a accepted. This means that social values have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic. The positive influence here means that if a circumcision clinic pays attention to the social values of their circumcision clinic, the higher the desire of millennial parents to make the circumcision clinic their choice. The social value of the circumcision clinic here can be seen from how the circumcision clinic is recommended by people, besides that it can also show the social status of the parents who use the circumcision clinic services and also

if the parents who use the circumcision clinic services share their experiences with others, will be able to cause a sense of pride. Then also, the social value of a circumcision clinic can be seen from how often the clinic appears in various advertisements or social media. Millennial parents who have used the services of a circumcision clinic then feel the social value of the surrounding social environment, of course they will tend to return to the circumcision clinic and will recommend it to their family or friends. This is a consideration for circumcision clinics to pay attention to social values. Social value is used as a basis for market segmentation because members of different classes reflect different consumption patterns (Rani, 2014).

According to Majabadi et al (2016), there is a class difference in consumer preferences towards food products, prices, and concepts of value. This social class research has been investigated as an important factor to explore if it influences consumer's purchase behavior. Social class also is shown to connect with patterns of media usage, language patterns, source credibility, and spending behavior. Social value includes the association of a person's product choice with the expected choice of specific social, cultural and socioeconomic group (Perrea et al, 2015).

4.4.4 Religious Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing conducted, it is known that the religious value variable has a significance value of $0.038 < 0.05$, then H_0 rejected and H_a accepted. This means that religious values have a positive influence on the decision choice of millennial parents in choosing a circumcision clinic. The positive influence here means that if a circumcision clinic pays attention to the religious values of their circumcision clinic, the higher the desire of millennial parents to make the circumcision clinic their choice. religious value of a circumcision clinic can be seen from the facilities and circumcision process they perform. These things include the use of equipment, consumables and medicines that have a halal label, have prayer room facilities and recite bismillah before starting the circumcision process. Things like these become the religious values of the circumcision clinic which can increase the desire of millennial parents to choose to use the clinic's services. The research respondents who live in the city of Banjarmasin, are the majority Muslim, who are known to be religious. With these characteristics, of course they will choose a circumcision clinic that does have religious values, and this shows that aspects of religious value can affect consumer tastes and dislikes. Some consumption behaviors related to religiosity are the prohibition of Muslims from consuming products

that contain pork and alcohol. Religiosity is a dogma that must be practiced for every adherent (Niswah, 2018).

Similar with the research conducted by Aisyah (2015), she said that religious value is significantly correlated with the desire to choose halal products. Briliana (2016) in her research also shows similar results, namely consumers with a high level of religiosity and who are educated are very concerned about halal labels. The religious practices influence the imminence sited on attitudes and factual life towards possessing and consuming goods and services. Religiosity, a central point of any religion, has a close association with consumer behavior. Thus, an exploration of religiosity allows in-depth investigation of consumer behavior. Rakrachakarn (2015) reported the noteworthy inference that religiosity influences numerous aspects of customers' lifestyles that ultimately reshape the selection behavior.

4.4.5 Epistemic Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing conducted, it is known that the variable epistemic value has significance value of $0.002 < 0.05$, then H_0 rejected and H_a accepted. This means that epistemic value has a positive influence on the decision choice of millennial parents in determining the circumcision clinic. The positive influence here means that if a circumcision clinic pays attention to the epistemic value of their circumcision clinic, the higher the desire of

millennial parents to make the circumcision clinic their choice. The epistemic value of a circumcision clinic can be seen from how the clinic can provide explanations or information related to the circumcision process carried out, besides that the results of the circumcision carried out can satisfy its consumers like provide less bleeding during circumcision, provide rapid wound healing process after the circumcision procedure, provide minimal scar formation after the circumcision procedure, provide aesthetic form of penile shape after circumcision procedure. Respondents in this study on average have a bachelor's degree, of course. this will affect their mindset where they will have curiosity or curiosity regarding the services they will use. This aspect is an important factor in the service sector because it has a positive impact on consumer behavior (Choe, 2018). Epistemic value has a significant positive effect on consumer purchasing decisions (Khan, 2017). This aspect is a perceived utility derived from curiosity, providing novelty, or satisfying the desire for knowledge of a product.

Research conducted by Dassanayake (2017) says that epistemic values contribute to selection in the decision-making process. Based on the results of research conducted by (2018), when consumers use different types of products, they tend to gain new knowledge (epistemic value) which will lead to a better impression of the brand and consumers will consider which brand is the best.

4.4.6 Economic Value Influence on Millennial Parents for Circumcision Clinic Decision Choice

Based on the results of the hypothesis testing conducted, it is known that the economic value variable has a significance value of $0.821 > 0.05$, then H_0 is accepted. This means that economic value has no influence on the decision choice of millennial parents in choosing a circumcision clinic. Economic Value or price is a comparison between the results that consumers want after obtaining a product with the economic value sacrificed to obtain a product or service (Lundgren & Wallentin, 2016). Economic value is the value that person places on an economic good based on the benefit that they derive from the good. It is often estimated based on the person's willingness to pay for the good, typically measured in units of currency. Economic value is the worth that a person assigns to an economic good based on the benefit that the product provides. It is sometimes calculated based on the person's willingness to pay for the product, which is generally assessed in money units. The economic value of a circumcision clinic can be seen from how much it costs incurred by parents to pay for circumcision services at the circumcision clinic and Are the costs incurred commensurate with what they get.

The results of the insignificant economic value variable test show that the economic value of a circumcision clinic is not a

consideration for millennial parents in choosing a circumcision clinic. This can be because the respondents are parents who have sufficient or more income levels, where this can be seen from the average education level of respondents who are undergraduates, which means they have the ability to get decent jobs with their level of education. By having a sufficient economic level, the respondents believed that the price they had to pay to the circumcision clinic was not a problem in order to obtain services from the circumcision clinic for their child. This is in line with research conducted by Syaleh (2017) who said in his research that economic value does not significantly influence purchasing decisions. The same thing was stated by Mendur (2021) that economic value has no influence on decision choice when purchasing product, because consumers who have the ability to pay do not look again at the price of a product they choose.