

FACTORS ASSOCIATED WITH MOTIVATION OF EXCLUSIVE BREASTFEEDING

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ABSTRACT

Background: In Indonesia coverage of exclusive breastfeeding was still as low as 29.5% in 2016, which was far below the target set at 80%. One of the factors affecting exclusive breastfeeding is motivation. The purpose of this study was to determine factors associated with motivation of exclusive breastfeeding.

Subjects and Method: This was a cross-sectional study conducted in Surakarta, Central Java. A sample of 150 postpartum mothers were selected for this study. The dependent variable was maternal motivation of providing exclusive breastfeeding. The independent variable were maternal knowledge, exposure to information, family support, and health personnel support. Data were collected by questionnaire and analyzed by multiple linear regression.

Results: Good motivation of providing exclusive breastfeeding was associated with better maternal knowledge ($b = 0.23$; $p = 0.001$), conducive culture ($b = 0.29$; $p < 0.001$), exposure to information ($b = 0.29$; $p < 0.001$), family support ($b = 0.13$; $p = 0.13$), and health personnel support ($b = 0.20$; $p = 0.001$).

Conclusion: Good motivation of exclusive breastfeeding is associated with better knowledge, conducive culture, exposure to information, family support, and health personnel.

Keywords: exclusive breastfeeding, knowledge, family support, culture, exposure to information, health personnel

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