

Mothers' Motivation in Exclusive Breastfeeding at Ciputra Hospital Citra Garden City, West Jakarta

Imelda Habeahan, Roza Indra Yeni , Ricky Riyanto Iksan , Maria Susila Sumartiningih

Bachelor of Nursing Study Program, Tarumanagara Institute

Article Info

Article History:

Received: 1 January 2026

Revised: 11 April 2026

Accepted: 15 April 2026

*Corresponding Author :

imeldahabean@gmail.com

DOI :

<https://ojs.stikespanritahusada.ac.id/index.php/chc/article/view/888>

P- ISSN : [2722-1563](https://doi.org/10.2722/1563)

E -ISSN : [2580-7137](https://doi.org/10.2580/7137)



This is an Open Access article distributed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License, which allows others to remix, tweak, and build upon the work non-commercially as long as the original work is properly cited. The new creations are not necessarily licensed under the identical terms

ABSTRACT

Background: Exclusive breastfeeding during the first six months of an infant's life is one of the most important efforts to improve children's health status and growth and development. Maternal motivation is a key factor influencing the success of exclusive breastfeeding, which can reach up to 90%. However, some mothers still do not have optimal motivation in breastfeeding practices. This study aimed to describe maternal motivation in providing exclusive breastfeeding at the Maternal and Child Health Clinic (Poli KIA) of Ciputra Hospital Citra Garden City, West Jakarta. This study employed a descriptive research design with a quantitative approach. The population consisted of all mothers with infants aged 0–6 months who visited the Maternal and Child Health Clinic, with a total sample of 40 respondents selected using inclusion criteria. The results showed that the majority of respondents were aged 20–35 years (70%), had a higher education level, were housewives, had a parity of 2–3 children, and most had received counseling on exclusive breastfeeding. Based on univariate analysis of maternal motivation, most respondents had a high level of motivation to provide exclusive breastfeeding, totaling 18 respondents (45%), with a mean score of 161 and a standard deviation (SD) of 0.876. The conclusion of this study indicates that the level of maternal motivation in providing exclusive breastfeeding at the Maternal and Child Health Clinic of Ciputra Hospital Citra Garden City, West Jakarta, is categorized as good. It is expected that the findings of this study can serve as a basis for healthcare professionals to enhance breastfeeding education and support in order to maintain and improve the success of exclusive breastfeeding.

Keywords: Exclusive Breastfeeding; Maternal Motivation, Maternal and Child Health Clinic.

INTRODUCTION

Exclusive breastfeeding (EBF) refers to providing breast milk alone to infants during the first six months of life, without any additional food or drink, including water. During this period, breast milk serves as the sole source of nutrients and fluids required by the infant. EBF is considered the ideal nutrition for infants as it contains complete nutrients in appropriate composition to meet the energy, growth, and developmental

needs of infants optimally (Pratiwi et al., 2020). Additionally, breastfeeding is the process of transferring breast milk from mother to child, playing a crucial role in ensuring the child's health status, growth, and development from early life (Dinengsih, 2020).

The United Nations Children's Fund (UNICEF) and the World Health Organization (WHO) consistently promote the practice of Early Initiation of Breastfeeding (EIBF) and exclusive and continued breastfeeding as primary strategies to improve maternal and child health. WHO targets a global EBF coverage of 70%, with continued breastfeeding rates of 80% for infants aged 0–12 months and 60% for children aged 0–24 months (WHO, 2021). Global efforts to increase EBF are estimated to save over 820,000 children annually and prevent approximately 20,000 cases of breast cancer-related deaths among women (UNICEF, 2022).

In Indonesia, EBF coverage has shown an increasing trend in recent years. According to Statistics Indonesia (Badan Pusat Statistik/BPS), the proportion of infants aged 0–5 months receiving EBF increased from 69.62% in 2020 to 71.58% in 2021 and reached 72.04% in 2022. Nevertheless, these achievements remain uneven across provinces and have not fully met national targets (BPS, 2022). Specifically, in DKI Jakarta Province, the prevalence of infants receiving EBF in 2022 was recorded at 33.05%. This low rate indicates persistent challenges in EBF practices at both community and healthcare facility levels (Jahriah, 2022). Maternal motivation is one of the key factors influencing the success of EBF. Motivation reflects mothers' perceptions, attitudes, and readiness to engage in breastfeeding practices. Highly motivated mothers tend to provide breast milk consistently despite facing challenges such as fatigue, stress, or time constraints (Made et al., 2020). Maternal motivation also serves as a crucial foundation for designing effective interventions to increase EBF coverage (Romlah, 2019).

Several studies indicate that maternal motivation is influenced by both intrinsic and extrinsic factors. Intrinsic factors include personal awareness, affection for the child, and understanding of breast milk benefits, while extrinsic factors encompass family support, healthcare professionals' roles, social environment, and work demands (Arzakiyah et al., 2020). Made et al. (2020) found that the higher the mother's motivation, the greater the likelihood of successful EBF. Fitri Hidayati et al. (2019) also reported that maternal motivation is shaped by internal desire and environmental support. Additionally, Jahriah (2022) identified a significant relationship between maternal motivation and EBF practices, where 55.9% of highly motivated mothers successfully practiced EBF. Pratiwi

et al. (2020) further reported that 90% of highly motivated mothers were able to provide optimal EBF.

Theoretically, EBF during the first six months of life is supported by the Self-Determination Theory proposed by Deci and Ryan (2021). This theory explains that individual motivation consists of intrinsic motivation driven by internal factors such as love and the desire to provide the best for the child and extrinsic motivation, which comes from environmental support, including spouses, family, healthcare providers, and institutional policies. Low maternal motivation tends to reduce adherence to EBF even when mothers have sufficient knowledge (WHO, 2023). The novelty of this study lies in its focus on maternal motivation in EBF practices specifically at Maternal and Child Health (MCH) Clinics. This research directly links mothers' intrinsic and extrinsic motivation with actual breastfeeding practices at the healthcare service level—a topic that remains relatively underexplored, particularly in private healthcare settings. Moreover, the study provides contextual insights based on the local social, cultural, and healthcare environment.

Preliminary observations conducted at Ciputra Hospital from January to April 2025 recorded 112 mothers who were breastfeeding. However, initial findings revealed that some mothers ceased breastfeeding before their infants reached six months, indicating challenges in EBF practices that require further investigation, particularly regarding maternal motivation.

The urgency of this study is grounded in the importance of EBF in reducing morbidity, enhancing immunity, and supporting optimal infant growth and development. Despite widespread recognition of breast milk benefits, EBF coverage has yet to reach national and global targets. Therefore, understanding maternal motivation as a key determinant of successful breastfeeding is critical. The purpose of this study is to examine Maternal Motivation in Exclusive Breastfeeding Practices at the Maternal and Child Health Clinic of Ciputra Hospital, Citra Garden City, West Jakarta.

MATERIALS AND METHODS

This study used a quantitative descriptive design to describe maternal motivation in providing exclusive breastfeeding. The study was conducted at the Maternal and Child Health (KIA) Clinic of Ciputra Hospital Citra Garden City, West Jakarta, in November–December 2025. The study population was all mothers with babies aged 0–6 months who visited the KIA Clinic, with a total of 112 mothers. Determination of the sample size used

the Slovin formula with a 10% error rate, resulting in 40 respondents selected based on the inclusion criteria. Data analysis was carried out univariately to describe the characteristics of respondents and the level of maternal motivation in providing exclusive breastfeeding, which is presented in the form of frequency distribution, percentage, average value (mean), and standard deviation (SD).

RESULTS

Table 1 shows that the majority of respondents were aged 20–35 years (28 people) (70%), had a higher education (high school–university) (27 people) (67.5%), and were housewives (24 people) (60%). Most respondents had 2–3 children (22 people) (55%). The majority of babies were aged 5–6 months, namely 16 babies (40%). In addition, most mothers had received counseling on exclusive breastfeeding (26 respondents) (65%).

Table 1: Frequency Distribution of Respondents (n=40)

Variable		n	%
Maternal Age	< 20 years	4	10
	20–35 years	28	70
	> 35 years	8	20
Education	Low (Elementary–Junior High School)	13	33.
	High (Senior High School–University)	27	67
Occupation	Housewife	24	60
	Employee	10	25
	Entrepreneur	6	15
Number of Children	1 child	12	30
	2–3 children	22	55
	≥ 4 children	6	15
Infant Age	0–2 months	10	25
	3–4 months	14	35
	5–6 months	16	40
Exclusive Breastfeeding Counseling	Yes	26	65
	No	14	35
Total		40	100

Table 2 Based on the results of univariate analysis, the majority of respondents had high motivation in providing exclusive breastfeeding, namely 18 respondents (45%), with an average value (mean) of 1.61 and a standard deviation (SD) of 0.876.

Table 2: Description Of Mothers' Motivation In Providing Exclusive Breastfeeding In The KIA Clinic (n=40)

Variable Maternal Motivation in Exclusive Breastfeeding	n	%	Mean	SD
High	18	45	1,61	0,876
Moderate	16	40		
Low	6	15		
Total	40	100		

DISCUSSION

The majority of mothers in this study were aged 20–35 years, an age group that is psychosocially and biologically more prepared for exclusive breastfeeding (EBF). This aligns with findings that maternal motivation for breastfeeding is closely related to psychological readiness and the knowledge possessed by mothers (Wulandari, Lestari & Probowati, 2024). Most respondents had a high level of education (Senior High School–University), which has been shown to significantly influence maternal motivation for breastfeeding and EBF practices, as higher education increases access to information and enhances mothers' ability to overcome breastfeeding challenges (Suhaid, 2023). The predominance of housewives in this study is also consistent with research suggesting that environmental support and more available time can enhance mothers' motivation to practice EBF (Suhaibatun et al., 2023). Most infants in the study were aged 5–6 months, a critical period for maintaining EBF. Research indicates that ongoing support from healthcare providers, family, and educational programs strengthens maternal motivation to continue breastfeeding until six months of age (Hasanah, Candra Puriastuti & Kusuma Dewi, 2024). The majority of respondents had received counseling on EBF, which correlates with maternal motivation. Several studies show that educational interventions, such as counseling and lactation management, can improve mothers' motivation and readiness to practice EBF (Suhaibatun et al., 2023).

Regarding maternal motivation, the results of this study indicate that most respondents had high motivation for EBF (45%), with mean and standard deviation values reflecting the consistency of this motivation. This is in line with studies demonstrating that maternal motivation is a significant factor in the successful practice of EBF, where highly motivated mothers are more likely to maintain breastfeeding until six months of age (Wulandari, Lestari & Probowati, 2024). Other research supports that maternal motivation for EBF is influenced by multiple factors, including maternal knowledge, family support, and healthcare provider support, which collectively enhance breastfeeding success (Anggraeni, Misniarti & Puspita, 2023). Further, studies examining

the relationship between family support and maternal motivation show that family encouragement plays a role in increasing mothers' commitment to EBF, emphasizing that maternal motivation originates not only from the individual but also from her social environment (Marliani et al., 2024). Recent research also indicates that breastfeeding education and accompaniment, particularly through lactation management education, contribute to improving maternal motivation and readiness for EBF (Sekarsari et al., 2024).

Thus, the findings of this study reinforce the evidence that maternal motivation plays a central role in the success of EBF. Interventions that emphasize increasing maternal knowledge, family support, and continuous education at healthcare facilities are likely to enhance both maternal motivation and EBF practices until infants reach six months of age.

CONCLUSIONS

The conclusion of this study shows that the level of maternal motivation in providing exclusive breastfeeding at the KIA Clinic of Ciputra Hospital Citra Garden City, West Jakarta is classified as good.

REFERENCES

- Anggraeni, R., Misniarti, M., & Puspita, D. (2023). Factors Associated With Exclusive Breastfeeding Among Mothers With Infants Aged 0–6 Months. *Jurnal Kesehatan Masyarakat*, *18*(2), 145–154. <https://doi.org/10.15294/kemas.v18i2.38945>
- Arzakiyah, I., Nurjanah, N., & Suryani, S. (2020). Factors Influencing Maternal Motivation In Exclusive Breastfeeding. *Jurnal Keperawatan Indonesia*, *23*(3), 161–168. <https://doi.org/10.7454/jki.v23i3.1145>
- Badan Pusat Statistik. (2022). *Profil Kesehatan Ibu Dan Anak Indonesia 2022* [Profile Of Maternal And Child Health In Indonesia 2022]. BPS Republik Indonesia. <https://www.bps.go.id/publication/2022>
- Deci, E. L., & Ryan, R. M. (2021). *Self-Determination Theory: Basic Psychological Needs In Motivation, Development, And Wellness*. Guilford Press. <https://doi.org/10.1521/978.14625/28806>
- Dinengsih, S. (2020). Relationship Between Exclusive Breastfeeding And Infant Growth And Development. *Jurnal Ilmiah Kesehatan*, *12*(1), 45–52. <https://doi.org/10.37012/jik.v12i1.214>
- Fitri Hidayati, N., Pramono, D., & Lestari, W. (2019). Maternal Motivation And The Success

- Of Exclusive Breastfeeding. *Indonesian Journal Of Nutrition And Dietetics*, 7(2), 78–85. [https://doi.org/10.21927/ljnd.2019.7\(2\).78-85](https://doi.org/10.21927/ljnd.2019.7(2).78-85)
- Hasanah, U., Puriastuti, A. C., & Dewi, K. (2024). The Role Of Healthcare Support In Sustaining Exclusive Breastfeeding For Infants Aged 0–6 Months. *Jurnal Promosi Kesehatan Indonesia*, 19(1), 33–41. <https://doi.org/10.14710/jpki.19.1.33-41>
- Jahriah, J. (2022). Relationship Between Maternal Motivation And Exclusive Breastfeeding In Urban Areas. *Jurnal Kesehatan Reproduksi*, 13(2), 101–109. <https://doi.org/10.22435/Kespro.V13i2.5678>
- Kementerian Kesehatan Republik Indonesia. (2020). *Pedoman Pemberian ASI Eksklusif* [Guidelines For Exclusive Breastfeeding]. Kemenkes RI. <https://www.kemkes.go.id>
- Made, N., Sari, P., & Adnyani, K. (2020). Maternal Motivation And Exclusive Breastfeeding Success. *Jurnal Ilmu Keperawatan Anak*, 3(2), 65–72. <https://doi.org/10.32584/jika.V3i2.612>
- Marliani, L., Handayani, S., & Putra, A. (2024). Family Support And Maternal Motivation In Exclusive Breastfeeding. *Journal Of Public Health Sciences*, 9(1), 22–30. <https://doi.org/10.30597/jophs.V9i1.2024>
- Pratiwi, D., Lestari, R., & Handayani, S. (2020). Maternal Motivation In Exclusive Breastfeeding Of Infants. *Jurnal Keperawatan Soedirman*, 15(2), 85–92. <https://doi.org/10.20884/1.jks.2020.15.2.1156>
- Romlah, R. (2019). Determinants Of Maternal Motivation For Exclusive Breastfeeding Practice. *Jurnal Kesehatan*, 10(3), 187–194. <https://doi.org/10.26630/jk.V10i3.1412>
- Sekarsari, D., Handayani, S., & Puspitasari, N. (2024). Lactation Management Education And Its Effect On Maternal Motivation And Readiness For Exclusive Breastfeeding. *Jurnal Kesehatan Ibu Dan Anak*, 18(1), 45–53. <https://doi.org/10.32695/jkia.V18i1.2024>
- Suhaid, S. (2023). Maternal Education And Motivation Toward Exclusive Breastfeeding. *Jurnal Ilmu Kebidanan*, 11(1), 55–63. <https://doi.org/10.35890/jik.V11i1.505>
- Suhaibatun, S., Rahmawati, I., & Hasanah, R. (2023). Lactation Education And Maternal Motivation In Exclusive Breastfeeding. *Sehat Masada Journal*, 17(2), 98–106. <https://doi.org/10.38037/Smj.V17i2.2068>
- UNICEF. (2022). *Breastfeeding: A Mother's Gift, For Every Child*. United Nations

Children's Fund. <https://www.unicef.org/reports/breastfeeding>

WHO. (2021). *Global Breastfeeding Scorecard 2021*. World Health Organization.

<https://www.who.int/publications/i/item/WHO-HEP-HPR-2021>

WHO. (2023). *Infant And Young Child Feeding*. World Health Organization.

<https://www.who.int/news-room/fact-sheets/detail/infant-and-young-child-feeding>

Wulandari, D., Lestari, Y., & Probowati, R. (2024). Maternal Motivation And Exclusive Breastfeeding Practice. *Jurnal Pendidikan Dan Pelayanan Kesehatan*, 6(1), 12–21.

<https://doi.org/10.37287/jppk.v6i1.3796>