

DETERMINAN MOTIVASI IBU DALAM PELAKSANAAN BABY SPA PADA BAYI DI MUARA LEMBU

Determinants Of Mothers' Motivation In Implementing Baby Spa For Infants In Muara Lembu

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ABSTRAK

Baby SPA merupakan perawatan tubuh pada bayi dengan cara senam bayi, mandi berendam dan pijat bayi. *Baby SPA* belum terlalu populer untuk masyarakat Muara Lembu karena belum gencarnya edukasi dan promosi mengenai *baby SPA*, sehingga ibu tidak mengetahui manfaat *Baby SPA* dan memiliki motivasi negatif melakukan *Baby SPA* yang dapat menyebabkan masalah tumbuh kembang bayi. Hasil survei peneliti di UPT Puskesmas Muara Lembu didapatkan 5 dari 10 ibu tidak mengetahui tentang *baby SPA*. Penelitian bertujuan untuk mengetahui determinan motivasi ibu dalam pelaksanaan *baby spa* pada bayi di desa muara lembu wilayah kerja UPT Puskesmas Muara Lembu. Jenis penelitian kuantitatif dengan pendekatan *cross sectional*. Populasi 69 orang ibu yang memiliki bayi usia 0-12 bulan, sampel 69 responden menggunakan *total sampling*. Instrumen penelitian kuesioner. Data dianalisis menggunakan uji *chi-square*. Hasil penelitian, pengetahuan kurang 55,1%, sikap negatif 55,1%, mendapat dukungan keluarga 59,4%, mendapat dukungan tenaga kesehatan 58% dan motivasi negatif melakukan *baby SPA* yaitu 56,5%. Hasil uji *chi-square* ada hubungan faktor pengetahuan ($p = 0,006$), sikap ($p = 0,014$), dukungan keluarga ($p = 0,021$), dukungan tenaga kesehatan ($p = 0,043$) dengan motivasi ibu melakukan *baby SPA* pada bayi. Disarankan kepada tenaga kesehatan khususnya bidan untuk meningkatkan keterampilan dalam praktik asuhan kebidanan bayi dan balita dengan mengikuti pelatihan *baby SPA*. Dengan adanya bukti sertifikat bidan mahir (kompeten) melakukan *baby SPA*, maka bidan dapat memberikan edukasi dan motivasi kepada ibu mengenai manfaat *baby SPA* serta menyediakan klinik *baby SPA* untuk masyarakat.

Kata Kunci: *Baby SPA, Motivasi, Pengetahuan, sikap, Dukungan keluarga, Dukungan tenaga kesehatan*

ABSTRACT

Baby SPA is a form of infant body care that includes baby exercises, bathing or soaking, and baby massage. *Baby SPA* is not yet widely popular among the community in Muara Lembu due to limited education and promotion regarding baby SPA. Consequently, some mothers lack knowledge about the benefits of baby SPA and have low motivation to provide baby SPA, which may potentially contribute to problems in infant growth and development. A preliminary survey conducted by the researchers at UPT Community Health Center Muara Lembu found that 5 out of 10 mothers were unfamiliar with baby SPA. This study aimed to determine the factors associated with mothers' motivation to provide baby SPA for infants in Muara Lembu Village, within the working area of UPT Community Health Center Muara Lembu. This quantitative study employed a cross-sectional approach. The population consisted of 69 mothers with infants aged 0–12 months, and all 69 respondents were selected using total sampling. Data were collected using a questionnaire and analyzed using the chi-square test. The results showed that 55.1% of mothers had inadequate knowledge, 55.1% had a negative attitude, 59.4% received family support, 58.0% received support from health workers, and 56.5% had negative motivation to provide baby SPA. The chi-square test demonstrated significant associations between knowledge ($p = 0.006$), attitude ($p = 0.014$), family support ($p = 0.021$), and health worker support ($p = 0.043$) and mothers' motivation to provide baby SPA for infants. Health workers, particularly midwives, are recommended to improve their skills in providing care for infants and toddlers by participating in baby SPA training. Certification demonstrating midwives' competence in performing baby SPA may enable them to provide mothers with appropriate education and motivation regarding the benefits of baby SPA and support the provision of baby SPA services for the community.

Kata Kunci: *Baby SPA, Motivation Knowledge, Attitude, Family Support, Support of Health Worker*

INTRODUCTION

Baby SPA has begun to be introduced to the community, ranging from the establishment of specialized SPA centers, independent midwifery practices providing *baby SPA* facilities, to *homecare* services. However, many parents still do not understand *baby SPA* and its benefits. Most parents are

more concerned about their babies' nutritional intake, whereas *baby* SPA also provides many important benefits for babies, particularly in stimulating their muscles, circulation, nerves, and motor development (Wulandari dan Parwati, 2019). Lack of motivation to provide *baby* SPA can hinder or delay infant growth and development, which may negatively affect children's growth and development in the future (Safitri et al, 2021). Motivation exists or occurs because of an individual's needs that must be promptly fulfilled through activities to achieve a goal. There are two driving factors of an individual's motivation to act, namely intrinsic and extrinsic factors (Pieter, 2017).

Intrinsic factors originate from within the individual or from personal desires, such as knowledge and attitudes. Meanwhile, extrinsic motivation originates from external factors, such as the environment, family support, healthcare worker support, facilities and infrastructure, and media (Mustayah, 2022). Knowledge and attitudes are variables that influence individual motivation. Adequate knowledge will motivate mothers to provide *baby* SPA for their babies; conversely, insufficient knowledge will hinder mothers' enthusiasm for providing *baby* SPA for their babies (Wulandari dan Parwati, 2019). In addition to knowledge and attitudes, extrinsic factors influencing motivation include family support and healthcare worker support. Family involvement and healthcare workers are essential in providing support and information to mothers about *baby* SPA (Hamamah, 2022).

As the benefits of *baby* SPA become increasingly recognized in the community, more clinics and *homecare* services are providing *baby* SPA services, such as those in Pekanbaru City. However, in rural areas, such as the working area of UPT Muara Lembu, Kuantan Singingi Regency, there are no clinics or *homecare* services providing *baby* SPA services. Based on the researcher's initial survey with the Midwife in Charge of Maternal and Child Health (MCH) at UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, on March 13, 2023, it was found that *baby* SPA was not yet widely known among the Muara Lembu community due to the limited educational and promotional activities regarding *baby* SPA. Nevertheless, several midwives at UPT Community Health Center Muara Lembu had attended mom and *baby* SPA training and introduced *baby* SPA during integrated health post (*posyandu*) activities.

Data from UPT Community Health Center Muara Lembu in March 2025 showed that there were 225 infants in the working area of UPT Community Health Center Muara Lembu, consisting of 69 infants in Muara Lembu Village, 36 infants in Kebun Lado Village, 21 infants in Muara Padang Village, 27 infants in Logas Village, 35 infants in Logas Hilir Village, and 37 infants in Pangkalan Indarung Village. The results of the researcher's initial survey of 10 mothers of infants who underwent examinations at UPT Community Health Center Muara Lembu from March 13–15, 2025, revealed that 5 mothers did not know about *baby* SPA and therefore were not motivated to provide *baby* SPA for their babies; 3 mothers had heard about *baby* SPA, but felt that *baby* SPA was not very important for babies, while 2 mothers from Muara Lembu Village knew about *baby* SPA and had taken their babies for SPA at Mom n Jo in Pekanbaru City, but not regularly due to the long distance. This study aims to determine the factors associated with mothers' motivation to provide *baby* SPA for infants in Muara Lembu Village, the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province.

METHODS

This study was quantitative in nature, using an analytical research design with a cross-sectional approach. The study was conducted from April to August 2025 in Muara Lembu Village, the working area of UPT Community Health Center Muara Lembu. The population in this study consisted of 69 infants. The sample size was 69 respondents. The sampling technique used was total sampling. The data used consisted of primary data obtained from respondents' answers to questionnaires and secondary data obtained from UPT Community Health Center Muara Lembu regarding records of the number of infants aged 0–12 months. For data collection, the researcher was assisted by enumerators, namely integrated health post (*posyandu*) cadres from Muara Lembu Village, who distributed questionnaires to respondents. After all data were complete, they were collected for analysis. Univariate analysis was conducted to determine frequency distributions, while bivariate analysis was performed to examine the

relationship between independent variables (knowledge, attitudes, family support, and healthcare worker support) and the dependent variable (maternal motivation). Ethical approval number: 415/IKTA-LPPM.312/IV-2025.

RESULTS

Frequency distribution of knowledge, attitudes, family support, healthcare worker support, and maternal motivation regarding *baby* SPA for infants in Muara Lembu Village, the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province.

Table 1. Univariate Analysis

Variabel	f	%
Knowledge		
Poor	38	55,1
Fair	20	29
Good	11	15,9
Attitude		
Negative	38	55,1
Positive	31	44,9
Family Support		
Not Supported	28	40,6
Supported	41	59,4
Healthcare Worker Support		
Not Supported	29	42
Supported	40	58
Motivation		
Negative	39	56,5
Positive	30	43,5

Source: Research data 2025

Based on Table 1, it can be seen that a higher proportion of respondents had poor knowledge (55.1%). A higher proportion of respondents had negative attitudes (55.1%). A higher proportion of respondents received family support (59.4%). A higher proportion of respondents received support from healthcare workers (58%), and a higher proportion of respondents had negative motivation (56.3%).

Table 2. Relationship between knowledge, attitudes, family support, and healthcare worker support factors and maternal motivation to provide *baby* SPA for infants in Muara Lembu Village, the working area of UPT Community Health Center Muara Lembu

Variable	Maternal Motivation to Provide Baby SPA				<i>P</i> _{value}	<i>OR</i> (95% CI)
	Positive		Negative			
	n	%	n	%		
Knowledge						
Poor	27	71,1	11	28,9	0,006	
Fair	10	50	10	50		
Good	2	18,2	9	81,8		
Total	39	56,5	30	43,5		
Attitude						
Negative	27	71,1	11	28,9	0,014	3,886 (1,420-10,637)
Positive	12	38,7	19	61,3		
Total	39	56,5	30	43,5		
Family Support						
Not Supported	21	75	7	25	0,021	3,833 (1,335-11,005)
Supported	18	43,9	23	56,1		
Total	39	56,5	30	43,5		
Healthcare Worker Support						

Not Supported	21	72,4	8	26,7	0,024	2,352
Supported	18	45	22	55		(1,172-4,720)
Total	39	56,5	30	43,5		

Source: Research data 2025

Based on Table 2, among the 38 mothers with poor knowledge, 27 (71.1%) had positive motivation and 11 (28.9%) had negative motivation, while among the 20 mothers with fair knowledge, 10 (50.0%) had positive motivation and 10 (50.0%) had negative motivation, and among the 11 mothers with good knowledge, 2 (18.2%) had positive motivation and 9 (81.8%) had negative motivation. The statistical test results showed a significant relationship between knowledge and maternal motivation to provide *baby* SPA, with a p-value of 0.006 ($p < 0.05$). For the attitude variable, among the 38 mothers with negative attitudes, 27 (71.1%) had positive motivation and 11 (28.9%) had negative motivation, while among the 31 mothers with positive attitudes, 12 (38.7%) had positive motivation and 19 (61.3%) had negative motivation, with a p-value of 0.014 ($p < 0.05$) and an OR of 3.886 (95% CI: 1.420–10.637). For the family support variable, among the 28 mothers who did not receive family support, 21 (75.0%) had positive motivation and 7 (25.0%) had negative motivation, while among the 41 mothers who received family support, 18 (43.9%) had positive motivation and 23 (56.1%) had negative motivation, with a p-value of 0.021 ($p < 0.05$) and an OR of 3.833 (95% CI: 1.335–11.005). Meanwhile, for the healthcare worker support variable, among the 29 mothers who did not receive support from healthcare workers, 21 (72.4%) had positive motivation and 8 (26.7%) had negative motivation, while among the 40 mothers who received support from healthcare workers, 18 (45.0%) had positive motivation and 22 (55.0%) had negative motivation, with a p-value of 0.024 ($p < 0.05$) and an OR of 2.352 (95% CI: 1.172–4.720).

DISCUSSION

The Relationship between Knowledge Factors and Maternal Motivation to Provide Baby SPA for Infants in Muara Lembu Village, the Working Area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province

Knowledge is an important component that can shape an individual's understanding of a health-related action. In the context of *baby* SPA, maternal knowledge includes understanding its definition, benefits, procedures, safety, timing, and infant conditions that need to be considered before performing stimulation or care. Adequate knowledge can help mothers assess the benefits and safety of *baby* SPA, thereby supporting the development of motivation to provide such care. Conversely, limited knowledge may cause mothers to have insufficient understanding of the benefits and procedures of *baby* SPA, thus limiting their decisions to implement it. The findings of this study indicate that knowledge has a significant relationship with maternal motivation to provide *baby* SPA, with a p-value of 0.006 ($p < 0.05$). These results indicate that knowledge is one of the factors associated with maternal motivation to provide *baby* SPA for infants in Muara Lembu Village. Nevertheless, since this study employed a cross-sectional design, this relationship cannot be interpreted as a causal relationship.

The results showed that most respondents had poor knowledge, comprising 38 mothers (55.1%), while 20 respondents (29.0%) had fair knowledge and 11 respondents (15.9%) had good knowledge. This condition indicates that information regarding *baby* SPA is not yet fully understood by mothers. In this study, most mothers had a junior high school education level (49.3%), which may be one of the contextual factors that needs to be considered when delivering health information. However, educational level does not automatically determine an individual's level of knowledge, as knowledge is also influenced by access to information, experience, social environment, information sources, ability to understand information, and interactions with healthcare workers. A study by Chania et al. (2024) involving mothers with infants aged 0–12 months showed that healthcare workers were among the commonly used sources of information for mothers in obtaining knowledge about infant massage. The study also emphasized the importance of education and strengthening the information provided by healthcare workers to improve mothers' knowledge of infant stimulation (Chania et al., 2024).

These findings are further supported by a study conducted by Haryani et al. (2025), which found that 62.19% of mothers had a moderate level of knowledge regarding infant massage. The researchers recommended providing health education before mothers perform infant massage independently (Haryani et al., 2025). This is relevant to the conditions observed in Muara Lembu, as maternal knowledge regarding *baby* SPA is not only related to awareness of the availability of services but also to understanding its benefits, proper procedures, safety, and the purpose of infant stimulation. Therefore, efforts to improve knowledge should focus on practical and easily applicable information rather than merely providing theoretical information.

The relationship between knowledge and infant care practices was also demonstrated in a study by Mastikana dan Nadya (2025), which found an association between maternal knowledge regarding infant massage and the independent practice of infant massage. The study emphasized that maternal knowledge is necessary to ensure that the stimulation provided is appropriate for the infant's age and development (Mastikana & Nadya, 2025). These findings support the results of the study in Muara Lembu, particularly because *baby* SPA involves infant stimulation and care components that require mothers to understand its benefits and implementation procedures. Furthermore, a study by Primasari et al. (2025) showed that educational media in the form of a *pocket book* could be used to improve mothers' knowledge and skills regarding infant massage (Primasari et al., 2025). Therefore, education regarding *baby* SPA can be developed through simple media such as pocketbooks, leaflets, posters, demonstration videos, and direct education provided by midwives or healthcare workers.

Knowledge is also related to parents' ability to understand health information more broadly. The systematic review by Belfrage et al. (2023) showed that community-based interventions can be used to improve the health literacy of parents or child caregivers. This finding is important because parents' ability to access, understand, assess, and use health information can support decision-making regarding children's health (Belfrage et al., 2025). Similarly, Zaidman et al. (2023) demonstrated that parental health literacy is associated with knowledge and child health management, making the enhancement of parents' ability to understand health information an important component of child healthcare services (Zaidman et al., 2023).

In the context of *baby* SPA, improving knowledge should also be accompanied by accurate information regarding the benefits and limitations of the services. A randomized controlled trial conducted by Erçelik dan Bal Yılmaz (2023) showed that infant massage training provided to mothers could improve mother-infant attachment and provide several benefits for infant growth and maternal confidence (Erçelik & Yılmaz, 2023). These findings provide a basis for considering education and training for mothers as relevant approaches to improving maternal readiness to perform infant stimulation. However, *baby* SPA should be understood as a form of infant care and stimulation that must consider the infant's condition, appropriate techniques, and the competence of the healthcare personnel providing the service.

The findings of this study can also be compared with those of Wulandari dan Parwati (2019) who found a significant relationship between knowledge levels and maternal motivation to provide *baby* SPA (Wulandari dan Parwati, 2019). In contrast, a study by Dewi et al. (2024) regarding maternal motivation to perform infant massage independently reported no significant relationship between knowledge and motivation ($p = 0.130$) (Dewi et al., 2024). These differences in findings indicate that the relationship between knowledge and motivation may be influenced by respondent characteristics, regional context, access to information, maternal experience, family support, healthcare worker support, and the type of practice being studied. Therefore, the findings of the study in Muara Lembu need to be understood within the context of the respondents' characteristics and the local healthcare service environment.

Based on these overall findings, improving maternal knowledge regarding *baby* SPA needs to be part of the health promotion strategy in the working area of UPT Community Health Center Muara Lembu. Education can be provided continuously through integrated health post (*posyandu*) activities, maternal classes, counseling during infant health visits, and direct demonstrations of safe procedures. The materials should use simple language and visual media to ensure they are easily understood by mothers with different educational backgrounds. This approach is important because knowledge is not

the only factor associated with motivation; attitudes, family support, healthcare worker support, experience, and access to services also need to be considered. Thus, the findings of this study indicate that knowledge is significantly associated with maternal motivation to provide *baby* SPA ($p = 0.006$), while also providing a basis for strengthening more structured health education that meets the needs of mothers in the community.

The Relationship between Attitude Factors and Maternal Motivation to Provide Baby SPA for Infants in Muara Lembu Village, the Working Area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province

Attitude is one of the psychological factors that can influence an individual's readiness to receive information, consider the benefits of an action, and determine their tendency to engage in health behaviors. Conceptually, attitude reflects an individual's evaluation of an object or action, which may lead to acceptance or rejection. In the context of infant care, maternal attitudes toward *baby* SPA may be shaped by knowledge, previous experiences, information received, social environment, and maternal perceptions of the benefits and safety of the procedure. Attitude does not automatically result in behavior but can serve as one of the components supporting the development of motivation to undertake health-related actions.

Based on the findings of this study, among the 38 mothers with negative attitudes, 27 (71.1%) had positive motivation to provide *baby* SPA, while 11 (28.9%) had negative motivation. Meanwhile, among the 31 mothers with positive attitudes, 12 (38.7%) had positive motivation and 19 (61.3%) had negative motivation. The statistical test results showed a p -value of 0.014 ($p < 0.05$) with an OR of 3.886 (95% CI: 1.420–10.637). Thus, there was a statistically significant relationship between attitude and maternal motivation to provide *baby* SPA for infants in Muara Lembu Village. However, the distribution pattern in the table indicates that the proportion of positive motivation was higher among mothers with negative attitudes than among those with positive attitudes. Therefore, these findings need to be interpreted based on the research data and cannot be directly concluded that positive attitudes lead to increased motivation. Furthermore, since this study employed a cross-sectional design, the observed relationship cannot be interpreted as a causal relationship.

These findings indicate that maternal motivation to provide *baby* SPA may not only be shaped by maternal attitudes toward *baby* SPA but also by other factors that interact simultaneously. Recent studies have shown that infant massage and touch stimulation practices may be associated with positive maternal experiences in caring for their babies. Erçelik dan Bal Yılmaz (2023), through an experimental study, found that providing infant massage training to mothers was associated with increased mother-infant attachment and provided benefits for infant growth. These findings indicate that maternal experiences and understanding of infant care practices may shape different psychological and behavioral responses toward a particular care practice (Erçelik & Yılmaz, 2023).

Studies conducted in Indonesia have also demonstrated an association between maternal attitudes and infant massage practices. Manurung (2023) reported a relationship between maternal attitudes and the practice of performing infant massage independently, with a p -value of 0.021. These findings indicate that attitude is one of the aspects that needs to be considered in encouraging maternal involvement in infant care practices (Manurung, 2023). Furthermore, a study by Putri et al. (2024) regarding factors influencing maternal attitudes toward infant massage found an association between motivation and maternal attitudes, with a p -value of 0.032 (Putri et al., 2024). These results indicate that the relationship between attitude and motivation may occur dynamically; therefore, attitude cannot always be positioned solely as a factor preceding motivation.

Changes in attitudes may also be influenced by the provision of information and health education. Paninsari et al. (2024) found that health education regarding infant massage influenced improvements in maternal attitudes toward performing infant massage independently, with a p -value of 0.000. This indicates that appropriately delivered educational interventions can help mothers understand the benefits, techniques, and safety aspects of infant massage, thereby fostering more favorable perceptions of the practice (Paninsari et al., 2024). Recent research on maternal empowerment through infant

massage education and training has also demonstrated improvements in maternal knowledge, skills, and confidence in providing infant care (Astria et al., 2025).

Thus, the findings of this study reinforce that attitude is associated with maternal motivation to provide *baby* SPA; however, this relationship needs to be understood within the context of other factors, such as knowledge, experience, family support, information from healthcare workers, perceived benefits, and maternal social and cultural conditions. Healthcare services can improve the quality of education regarding *baby* SPA by providing clear information about its benefits, safety, procedures, and the conditions under which infants are suitable to receive the service. Education should be delivered communicatively through counseling, demonstrations, and opportunities for mothers to ask questions so that they can develop an understanding based on accurate health information. Through this approach, mothers' decisions to provide *baby* SPA are expected to be based on their understanding and consideration of infant health rather than solely on habits or environmental influences.

The Relationship between Family Support Factors and Maternal Motivation to Provide Baby SPA for Infants in Muara Lembu Village, the Working Area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province

Family support is one of the social factors that may be associated with maternal motivation to engage in health behaviors for infants. Family members, including husbands, parents, siblings, and other relatives, can serve as sources of informational, instrumental, emotional, appraisal, and evaluative support. Such support can help mothers obtain information, make decisions, overcome barriers, and maintain confidence in providing healthcare for their infants. In the context of *baby* SPA, family support can be demonstrated through providing information about the benefits of infant stimulation and care, helping mothers access services, accompanying mothers when bringing their infants, providing financial support, and appreciating mothers' decisions in choosing healthcare services. Research on maternal behavior in Indonesia has shown that family support is one of the social factors directly associated with maternal healthy behaviors in supporting child development. The maternal behavior model developed by Riyadi et al. (2025) indicates that family support has a direct relationship with maternal healthy behaviors and also plays a role through improving information, motivation, outcome expectations, and behavioral skills. These findings demonstrate that family support functions not only as practical assistance but can also strengthen psychological processes and maternal abilities in implementing health behaviors for children (Nursanti et al., 2025).

The results of this study indicate that family support has a significant relationship with maternal motivation to provide *baby* SPA, with a p-value of 0.021 ($p < 0.05$) and an OR of 3.833 (95% CI: 1.335–11.005). However, based on the distribution in Table 2, the proportion of positive motivation was actually higher among mothers who did not receive family support, namely 21 mothers (75.0%), compared to those who received family support, namely 18 mothers (43.9%). Therefore, these findings indicate a statistically significant relationship, but the direction of the relationship in the table does not correspond to the assumption that family support always increases maternal motivation. This condition needs to be considered carefully because the study employed a cross-sectional design; therefore, the observed relationship cannot be interpreted as a causal relationship. These differences may be associated with respondent characteristics, maternal perceptions of family support, previous experiences in infant care, mothers' ability to make independent decisions, or other factors not analyzed in this study.

Findings regarding the importance of social support in infant care are supported by a study conducted by Eduku et al. (2024), which found that social support among mothers caring for infants includes informational, instrumental, and psychosocial support. Such support contributes to mothers' ability to cope with the demands of infant care and strengthens maternal resilience in fulfilling their roles (Eduku et al., 2024). A study by Yi et al. (2024) also demonstrated that social support is an important aspect of infant care, with partners serving as one of the main sources of structural support for mothers. These findings reinforce the importance of involving families, particularly husbands, in providing information and making decisions regarding infant care (Yi et al., 2024). Furthermore, Schuijers et al. (2024) demonstrated that maternal social support during the perinatal period is associated

with aspects of infant social-emotional development, indicating that support for mothers is relevant not only to maternal well-being but also to the processes of parenting and infant development (Schuijers et al., 2024).

Family support also needs to be understood in conjunction with mothers' ability to obtain and utilize health information. Belfrage et al. (2023) through a systematic review, demonstrated that community-based interventions have the potential to improve the health literacy of parents or child caregivers, although their effectiveness is still influenced by variations in interventions and research quality (Belfrage et al., 2025). Therefore, efforts to increase maternal motivation to provide *baby* SPA should not only target mothers as individuals but also involve families as supportive environments. Education can be provided to mothers and family members regarding the objectives, benefits, safety, and selection of appropriate *baby* SPA services. This approach is expected to improve the quality of family support while helping mothers make decisions based on accurate information. Thus, families can become an important part of infant health promotion strategies, although based on the findings of this study, the relationship between family support and motivation needs to be interpreted according to the direction of the data distribution.

The Relationship between Healthcare Worker Support Factors and Maternal Motivation to Provide Baby SPA for Infants in Muara Lembu Village, the Working Area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province

Healthcare worker support is one of the external factors that can strengthen maternal motivation to provide *baby* SPA for infants. Such support involves not only providing information but also includes education, counseling, demonstrations, recommendations, and facilitating mothers' access to safe services that meet their infants' needs. In the context of this study, healthcare worker support is important because mothers need reliable information to understand the benefits, procedures, safety, and appropriate timing for providing infant stimulation or care. The findings of this study indicate a relationship between healthcare worker support and maternal motivation to provide *baby* SPA, with a p-value of 0.024 ($p < 0.05$) and an OR of 2.352 (95% CI: 1.172–4.720). These results indicate that healthcare worker support is one of the factors associated with maternal motivation to provide *baby* SPA. This finding can be explained through the concept that health information provided by professionals can help parents understand information, assess the benefits of healthcare services, and determine appropriate health-related actions.

This is consistent with Belfrage et al. (2023) who, through a systematic review, found that community-based interventions aimed at improving parental health literacy have the potential to enhance parents' ability to understand and utilize health information, although their effectiveness is influenced by the type of intervention and quality of implementation (Belfrage et al., 2025). Therefore, healthcare workers do not only serve as information providers but also as facilitators who help mothers transform health information into decisions and infant care behaviors. A study by Chania et al. (2024) also demonstrated that healthcare workers are an important source of information for mothers regarding infant massage. The study found that most mothers obtained information about infant massage through healthcare workers and recommended strengthening education, counseling, training, and information dissemination to the community (Chania et al., 2024). This supports the findings of the present study that healthcare workers' communication, when delivered appropriately, understandably, and according to mothers' needs, can serve as a stimulus for the development of motivation. In addition to the informational aspect, healthcare worker support is also associated with service availability and staff competencies. Mothers may find it easier to consider providing *baby* SPA when they have access to competent healthcare workers, adequate facilities, clear service procedures, and a comfortable healthcare environment.

Aikpitanyi et al (2024), through a systematic review of behavioral change interventions in maternal and child healthcare-seeking in low- and middle-income countries, demonstrated that communication and behavioral change interventions can contribute to increased healthcare utilization, although their effectiveness depends on the context and type of intervention (Aikpitanyi et al., 2024). In

the context of *baby* SPA, evidence regarding infant massage also indicates that infant stimulation services need to be provided with attention to safety and practitioner competence. Chen et al. (2024) through an umbrella review of various systematic reviews, found that pediatric massage provides benefits for several infant outcomes, including weight gain and other indicators; however, the quality of evidence varies across outcomes, meaning that implementation still needs to consider the available evidence and service safety (Chen et al., 2024). Furthermore, Erçelik dan Yılmaz (2023) reported that infant massage can provide benefits for infant growth, mother-infant attachment, and maternal confidence in providing infant care (Erçelik & Yılmaz, 2023). Therefore, healthcare worker support in this study can be understood as a combination of information provision, strengthening maternal confidence, assistance, and facilitating access to services. When healthcare workers actively provide education and help mothers understand the benefits and appropriate procedures of *baby* SPA, mothers have a stronger informational basis for considering these services. Thus, increasing maternal motivation cannot be achieved solely through the provision of facilities but needs to be accompanied by strengthening healthcare workers' capacity to provide consistent communication, education, demonstrations, and counseling to mothers and families.

CONCLUSION

There is a relationship between the knowledge factor and mothers' motivation to provide *baby* SPA for their infants in Muara Lembu Village, within the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province, with a p -value of 0.006. There is a relationship between the attitude factor and mothers' motivation to provide *baby* SPA for their infants in Muara Lembu Village, within the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province, with a p -value of 0.014. There is a relationship between the family support factor and mothers' motivation to provide *baby* SPA for their infants in Muara Lembu Village, within the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province, with a p -value of 0.021. There is a relationship between the healthcare worker support factor and mothers' motivation to provide *baby* SPA for their infants in Muara Lembu Village, within the working area of UPT Community Health Center Muara Lembu, Kuantan Singingi Regency, Riau Province, with a p -value of 0.043.

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