# Factors Related to Breastfeeding Self Efficacy of Exclusive ASI in the Mawar Room RSI Jemursari Surabaya

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#### **ABSTRACT**

**Background:** The lack of a mother's self-confidence and confidence in breastfeeding is the single biggest factor causing failure in recruiting exclusive breastfeeding. Mothers' belief in the success of exclusive breastfeeding is known as the effectiveness of breastfeeding.

**Purpose:** The purpose of this study was to examine various variables related to the self- efficacy of exclusive breastfeeding in the Mawar room of RSI Jemursari Surabaya.

**Methods:** This type of analysis is a cross-sectional analysis. The population of each mother is at least 120 people. Purposive sampling is used in the selection of non-probability samples with a total of 92 respondents. Observation of other people, verbal persuasion, physical and emotional condition, and breastfeeding self-efficacy are examples of independent behavioral variables. Using a questionnaire as an instrument breastfeeding scale short form questionnaire. Data analysis used the Chi-Square test and Spearman's Rank with a significance level of p=0.05.

**Results:** The results showed that most of the respondents with good observation factors for others had a high level of breastfeeding self-efficacy (67.7%), almost all respondents with good verbal persuasion factors had a high level of breastfeeding self-efficacy (78.8 %), and most of the respondents who were in good physical and emotional condition had a high level of breastfeeding self-efficacy (62%). The results of the Chi-Square test showed that there was a relationship between the observation of other people with a result of p = 0.000 < 0.05 and physical and emotional condition factors with a result of p = 0.000 < 0.05 with breastfeeding self-efficacy. Spearman's rank test showed that there was a relationship between the verbal persuasion factor and the results of p = 0.000 < 0.05 with breastfeeding self-efficacy for exclusive breastfeeding in the Mawar room of RSI Jemursari Surabaya.

**Conclusion:** Observation of other people, verbal persuasion, physical condition, and emotional state are interrelated factors. Therefore, it is hoped that there will be more formal and informal education about exclusive breastfeeding, especially for new parents.

**Keywords:** breastfeeding, breastmilk, self-efficacy

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#### **BACKGROUND**

An important nutritional supplement for children is called Mother's Milk (ASI). The main problem in breastfeeding is mostly the lack of proper knowledge about breastfeeding and breastfeeding techniques for mothers, breastfeeding and breastfeeding are generally considered normal things that don't need to be learned (Arianti, 2021). Lack of mother's self-confidence and mother's belief in breastfeeding and family support in exclusive breastfeeding is the single factor that most contributed to the failure of the exclusive breastfeeding recruitment process (Fuziarti et.al, 2020). The mother's self-confidence will succeed in exclusive breastfeeding will help the mother to determine certain actions that can be used and how much effort will be mobilized to achieve goals, build self-motivation, and whether these actions can be continued if there are obstacles or difficulties, and positive responses in dealing with these difficulties (Albery, 2011 in Rahayu, 2018).

According to the routine report of the Directorate of Community Nutrition for 2021 on February 4, 2022, as many as 69.7% of babies under six months have received exclusive breastfeeding. This achievement has exceeded the 45% target set for 2021 (Ministry of Health, 2021). There are three provinces with achievements that are still below the target, indicating that these achievements are still uneven. According to the 2021 East Java Health Office Profile, 71.7% of infants under 6 months in East Java were exclusively breastfed, a decrease from the 79.0% coverage seen in 2020. The proportion of 73.56% was recorded in Surabaya itself in 2020 (Surabaya Health Office, 2020). The target set by the Minimum Eligibility Standards (SPM) of the Minister of Health Number 741 of 2014, which is 80%, still cannot be met with this proportion (Ministry of Health RI, 2018). An initial preliminary study at Jemursari Hospital found that out of 10 breastfeeding mothers who had been interviewed about breastfeeding self-efficacy, it was found that 6 people had low confidence in breastfeeding for various reasons, including the number of children, not getting support. from the family, especially the husband, and lack of knowledge about breastfeeding (Hidaayah et al, 2022).

Several factors influence exclusive breastfeeding, including the characteristics of the mother which include knowledge, education, occupation, age, parity, and ethnicity, while the characteristics of the baby are the birth weight and health condition of the baby. Environmental characteristic factors are influenced by beliefs, family support, living environment, and socio-economic (Djami et al, 2013).

Health promotion is one of the expected behaviors that must be shaped and changed to expand the scope of exclusive breastfeeding. The goal of health promotion is to change people's behavior, not just to increase people's awareness of health problems or their knowledge (Notoadmodjo, 2010 in Agustin 2014). According to research by Vidayanti and Wahyuningsih (2022), learning breastfeeding techniques has a significant impact on increasing knowledge, skills, and self-efficacy.

# **OBJECTIVE**

The purpose of this research is analyzing factors observation of other people, verbal persuasion, physical and emotional condition factors related to exclusive breastfeeding self-efficacy in the rose room of RSI Jemursari Surabaya.

### **METHODS**

The population in this study were all breastfeeding mothers in the Mawar room at RSI Jemursari Surabaya. The population size was obtained from data on mothers who gave birth in the Mawar room of RSI Jemursari Surabaya for the last 3 months from October to December 2022 as many as 120 people. After the data is processed, the next step is to

analyze the data. The analysis used is the Chi-Square statistical test and Rank Spearmen using the SPSS program, the significant level is  $\alpha=0.05$ . If the statistical test results show p < $\alpha$  0.05, then there is a relationship between the breastfeeding self-efficacy factors of exclusive breastfeeding. This research has been declared to have passed the ethics test at the KEPK of Jemursari Islamic Hospital, Surabaya with the number (No.040/KEPK-RSISJS/IV/2023).

### **RESULTS**

#### **General Data**

**Table 1.** Distribution of Respondents in the Mawar Room of RSI Jemursari Surabaya, May 2023

Number	Demography (n=92 respondents)	Frequency	Percent (%)
1	Age		
	17-25 years	17	18.4
	26-35 years	53	57.6
	36-45 years	22	24
2	Number of children		
	1	34	37
	2	36	39.1
	3 or more children	22	23.9
3	Last breasfeed		
	Never	34	37
	First	37	40.2
	Second or more	21	22.84
4	Currently Breastfeeding Children		
	First	34	37
	Second	36	39.1
	Third or more	22	23.9
5	ASI condition		
	Already out	68	74
	Not yet out	24	26
6	Occupational		
	Housewife	43	46.7
	Civil servant	6	6.5
	Private	38	41.3
	Entrepreneur	5	5.4
7	Last education		
	Base	0	0
	Intermediate	40	43.5
	High	52	56.5

Source: Primary data, 2023

Based on table 1 shows that most of the respondents 53 (57.6%) are aged 26-35 years, almost half of the respondents 36 (39.1%) have 2 children, 37 respondents (40.2%) breastfed their first child, 36 (39.1%) are currently breastfeeding their second child, that most of the respondents 68 (37%) the condition of ASI has come out, almost half of the respondents 43

(46.7%) are housewives, that most of the respondents 52 (56.5%) mother's last education was university.

# **Special Data**

Analysis of the Relationship of Observation Factors to Others with Breastfeeding Self-Efficacy of Exclusive Breastfeeding in the Rose Room of RSI Jemursari Surabaya

**Table 2.** Frequency Distribution of Respondents Based on the Relationship of Observation Factors to Others with Breastfeeding Self Efficacy Exclusive Breastfeeding in the Mawar Room of RSI Jemursari Surabaya, May 2023.

Factors											
influencing	Н	igh	Moderate		Low		Very low		Total		
Observation of others	f	%	f	%	f	%	f	%	f	%	p-value
Good	44	67.7	19	29.2	2	3.1	0	0	65	100	0.000
Less	0	0	3	11.1	24	88.9	0	0	27	100	

Source: Primary data, 2023

Table 2 shows that out of 92 respondents, 65 had good observation factors for others, most (67.7%) had a high level of breastfeeding self-efficacy, of the 27 who had poor observation factors for other people, almost all (88.9 %) had a low level of breastfeeding self-efficacy.

The results of the Chi-Square test with a value = 0.05 and the observed factor value of other people (p-value = 0.000) then the value of p <a, means that there is a significant relationship between the observation factor of others and breastfeeding self-efficacy in exclusive breastfeeding Mawar RSI Surabaya Jemursari.

**Table 3.** Frequency Distribution of Respondents Based on the Relationship between Verbal Persuasion and Breastfeeding Self-Efficacy of Exclusive Breastfeeding in the Rose Room of RSI Jemursari Surabaya, May 2023

Factors	Breastfeeding self-efficacy										
influencing	H	igh	Moderate		Low		Very low		Total		
Verbal persuasion	f	%	f	%	f	%	f	%	f	%	p-value
Good	41	78.8	11	21.2	0	0	0	0	52	100	
Enough	3	9.7	11	35.5	17	54.8	0	0	31	100	0.000
Less	0	0	0	0	9	100	0	0	9	100	

Source: Primary data, 2023

Table 3 shows that of the 92 respondents, 52 had good verbal persuasion factors, almost all (78.8%) had a high level of breastfeeding self-efficacy, of the 31 who had sufficient verbal persuasion factors, the majority (54.8%) had low breastfeeding self-efficacy, and of the 9 who had a lack of verbal persuasion, all (100%) had a low level of breastfeeding self-efficacy.

Spearman's Rank test results with a value = 0.05 and obtained the verbal persuasion factor value (p-value = 0.000) so the p-value <a, which means that there is a significant

relationship between verbal persuasion factors and exclusive breastfeeding self-efficacy in the Mawar Room RSI Surabaya Jemursari.

**Table 4.** Frequency Distribution of Respondents Based on the Relationship between Physical and Emotional Conditions with Breastfeeding Self-Efficacy of Exclusive Breastfeeding in the Mawar Room of RSI Jemursari Surabaya, May 2023

Factors			Breas	_							
influencing	High		Moderate		Low		Very low		Total		
Physical and emotional condition	- f	%	f	%	f	%	f	%	f	%	p-value
Good	44	62	22	31	5	7	0	0	71	100	0.000
Less	0	0	0	0	21	100	0	0	21	100	

Source: Primary data, 2023

Table 4 shows that of the 92 respondents, 71 had good physical and emotional condition factors, the majority (62%) had a high level of breastfeeding self-efficacy, of the 21 who had poor physical and emotional condition factors, all (100%) had a low level of breastfeeding self-efficacy.

The results of the Chi-Square test with a value = 0.05, and obtained the value of physical and emotional condition factors (p-value = 0.000) so that the value of p <a, means that there is a significant relationship between physical and emotional condition factors with breastfeeding self-efficacy of exclusive breastfeeding in The Rose Room of RSI Surabaya Jemursari.

#### **DISCUSSION**

## Observation of other people

In this study, it was found that most (70.7%) had good observation factors for other people, and only 29.3% had poor observation levels. Of the 92 respondents, 65 had a good observation factor for others, most (67.7%) had a high level of breastfeeding self-efficacy, and of the 27 who had a poor observation factor for others, almost all (88.9%) had a high level of breastfeeding self-efficacy. low breastfeeding self-efficacy.

These observations can be obtained from a variety of sources, including face-to-face, video, and print media. The most effective mother role models will have demographic or psychosocial similarities (Agustin, 2019). Friends, family members, breastfeeding counselors, and social media influencers can all serve as role models. In modeling theory, according to Bandura, there are two types, namely real types and symbolic types. Meanwhile, types are obtained by directly monitoring behavior. According to research findings, a good observation factor for others is led related to the increasing number of educational media about exclusive breastfeeding which has to an increase in the knowledge of mothers, especially new mothers (Masithah et al, 2021). This educational media can be in the form of social media videos or educational seminars, especially for pregnant women who are preparing to become new mothers. Health workers should be able to act as lactation counselors at any time, including during early breastfeeding, postnatal care, or hospitalization, as well as information for home care. (Ariyanti, 2021).

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#### Verbal influence

The majority of the 52 respondents (56.5%) had good verbal persuasion, 31 respondents (33.7%) had sufficient verbal persuasion, and 9 respondents (9.8%) had good verbal persuasion, according to the study's findings. Almost all (78.8%) of the 92 respondents had a high degree of breastfeeding self-efficacy, and of the 31 respondents who had sufficient verbal persuasion elements, the majority (54.8%) also had a high level of breastfeeding self-efficacy. low, and all (100%) of the nine participants who had less verbal persuasion elements had low nursing self-efficacy.

Self-efficacy is impacted because people frequently take other people's evaluations of their abilities as accurate (Agustin, 2019). With the support of close friends and family, people will be able to believe in their abilities more easily, notably the capacity to breastfeed. People who are confident in their capacity to complete the tasks given to them will exert more effort than those who are unsure about their capacity (Noviana, 2018).

According to studies, moms are highly persuaded verbally by health counselors who have the backing of the family, particularly spouses and close relatives. The mother will have more self-assurance if the verbal support is stronger. A mother can always rely on verbal persuasion for supportive assistance.

## Physical and emotional condition

From the results of the study, it was found that almost all of them, namely 71 respondents (77.2%) had good physical and emotional conditions, and only 21 respondents (22.8%) had poor physical and emotional conditions. Of the 92 respondents, 71 had good physical and emotional condition factors, most (62%) had a high level of breastfeeding self- efficacy, and of the 21 who had poor physical and emotional condition factors, all (100%) had a high level of breastfeeding self-efficacy The low one.

When people achieve something, they estimate their capabilities based on their emotional and other physiological states. Positive interpretations, such as joy or satisfaction, increase self-efficacy, while negative interpretations, such as pain, fatigue, anxiety, or tension, decrease self-efficacy (Agustin, 2019). Breastfeeding, according to Dennis (in) (Fadhila, 2019), is a physical activity that requires strength and energy. This has an impact on the mother's self-esteem during the breastfeeding process. Breastfeeding is also an emotional activity that can cause psychological responses such as anxiety and tension.

According to research, good physical and emotional conditions are caused by feelings of happiness because the expected baby has been born, as well as support from the people around them who help the mother in the breastfeeding process so that the breastfeeding process becomes enjoyable. The physical and emotional health of breastfeeding mothers greatly influences the effectiveness of the breastfeeding process, so it must always be monitored. This not only affects the success of breastfeeding but also the mental health of the mother and baby.

### **Factors of breastfeeding self-efficacy**

From the results of the study, it was found that of the 92 respondents, almost half, namely 44 respondents (47.8%) and 26 respondents (28.3%) had high and low breastfeeding self-efficacy, a small proportion (23.9%) had breastfeeding self-efficacy enough, and none (0%) had low breastfeeding self-efficacy in the Mawar room at RSI Jemursari Surabaya.

Breastfeeding self-efficacy shows a mother's confidence in her ability to breastfeed her child. Breastfeeding self-efficacy relates to the capacity or confidence of the mother to breastfeed her baby and determines breastfeeding decisions such as whether to breastfeed or not, how much effort the mother will make to breastfeed, and how to respond to problems (Vincent, 2015). Breastfeeding self-efficacy is influenced by the experience of seeing other

people breastfeeding, verbal persuasion in the form of encouragement from others such as friends, family, breastfeeding consultants, or health workers, and physiological conditions such as fatigue, stress, and anxiety (Rochana, 2019). A mother who has strong breastfeeding self-efficacy believes in the effectiveness of exclusive breastfeeding (Rahayu, 2018).

Based on these findings, researchers argue that the high self-efficacy of breastfeeding in the Mawar room at Jemursari Hospital, Surabaya, is due to increased public awareness, especially among mothers, of the need for exclusive breastfeeding. This level of knowledge is strengthened by extensive counseling about exclusive breastfeeding from health workers, as well as supporting health facilities such as the availability of inpatient programs that facilitate the breastfeeding process.

# Analysis of the relationship between the factors of observation of others with breastfeeding self-efficacy

Analysis of the relationship between observational factors on other people and breastfeeding self-efficacy based on the results of the Chi-Square test with a value = 0.05 and a p-value = 0.000 which means p <a, so there is a relationship between observational factors on other people and breastfeeding self-efficacy on exclusive breastfeeding in the Rose Room of RSI Jemursari Surabaya.

Observation of other people's experiences has a major influence on breastfeeding self-efficacy, especially for primiparous mothers, who may experience this as a valuable source of information due to their lack of self-experience in breastfeeding (Asih, 2022). These observations can be obtained from a variety of sources, including face-to-face, video, and print media. The most effective mother role models will have demographic or psychosocial similarities (Agustin, 2019). Friends, family members, breastfeeding counselors, and social media influencers can all serve as role models.

According to the researcher's assumptions, the higher the degree of nursing self-efficacy, the better the element level of observing others. Looking closely at those closest to you, such as relatives and friends, can provide insight into others. Not only that, observations were collected from the mass media and electronic media; with the increasing use of social media, it is also easier for us to get information about breastfeeding self-efficacy for exclusive breastfeeding. Observing others can teach you what to do and what to avoid. This educational media can be in the form of social media videos or educational seminars, especially for pregnant women who are preparing to become new mothers. Health workers should be able to act as lactation counselors at any time, including during early breastfeeding, postnatal care, or hospitalization, as well as information for home care.

# Analysis of the relationship between verbal persuasion and breastfeeding self-efficacy

Analysis of the relationship between verbal persuasion factors and breastfeeding self-efficacy based on the results of the Spearman Rank test with a value = 0.05 and a p-value = 0.000 which means p <a, so there is a relationship between verbal persuasion factors and exclusive breastfeeding self-efficacy in the Mawar Room RSI Jemursari Surabaya.

A mother can be persuaded verbally by others in various ways, including advice on breastfeeding from health workers, support from her husband and immediate family about breastfeeding, and sharing knowledge from peers or other mothers. According to one study, whether conveyed positively or negatively in terms of breastfeeding support from partners, parents, friends, and peers, verbal persuasion can change a mother's self-efficacy in breastfeeding, as well as assistance from health professionals. The greater the verbal encouragement given by close relatives, the greater the self-efficacy of breastfeeding mothers (Wardiyah et al, 2019). Family support, especially the husband's support, has a greater influence on breastfeeding self-efficacy than the support of health workers (Timiyatun and Oktavianto, 2019). The people closest to the mother, such as husbands, friends, family, and

health workers who are directly related to the mother and have a good relationship with the mother, can persuade the mother verbally. As a lactation counselor in the early stages of breastfeeding, postpartum care, or inpatient care, as well as education for home care (Tullah, 2020).

According to the researcher's belief, the better the mother's verbal persuasion, the greater the self-efficacy of the breastfeeding mother. In this study, health workers used strong verbal persuasion to socialize the Early Breastfeeding Initiation (IMD) program, provide breastfeeding information, and teach proper and correct breastfeeding positions to increase mothers' confidence in breastfeeding. The family also plays an important role in providing this verbal persuasion; the husband's willingness to help the mother, inspiration from in-laws, and biological mother affect the level of the mother's confidence.

# Analysis of the relationship between physical and emotional conditions with breastfeeding self-efficacy

Analysis of the relationship between physical and emotional condition factors with breastfeeding self-efficacy based on the results of the Chi-Square test with a value = 0.05 and obtained a p-value = 0.000 which means p <a, so there is a relationship between physical and emotional condition factors with breastfeeding self-efficacy of exclusive breastfeeding in the Rose Room of RSI Jemursari Surabaya.

Someone evaluates their talent based on the physical and psychological variables they encounter when acting (Putri RA, 2022). Stress and other aspects of a person's physical and mental health are related to breastfeeding self-efficacy (McKinley et al, 2019). Levels of pain, stress, worry, and physical exhaustion are among these physical and psychological problems. Self-efficacy in nursing is negatively correlated with physical and emotional states. The magnitude of breastfeeding self-efficacy decreases with increasing levels of pain and stress, and vice versa (Wardiyah, 2019).

According to research, good physical and emotional conditions are caused by feelings of happiness because the expected baby has been born, as well as support from the people around them who help the mother in the breastfeeding process so that the breastfeeding process becomes enjoyable. These physical and emotional states are related to verbal persuasion; the better the verbal persuasion obtained from the mother's environment, the better the mother's physical and emotional condition, which can affect the mother's level of self-efficacy. This verbal persuasion allows a mother to feel physically and mentally supported. Small gestures from husbands and other family members can help relieve fatigue, while sweet comments can provide emotional support for mother (Putri, 2021).

#### **CONCLUSION**

According to the result of the study, it can conclude that most breastfeeding mothers have good observation factors for others, good verbal persuasion and almost all of them have good physical and emotional conditions. There is a relationship between the factor of observing other people, verbal persuasion, and physical and emotional condition with breastfeeding self-efficacy for exclusive breastfeeding in the Mawar room of RSI Jemursari Surabaya.

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