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# Factors related to the selection of baby massage services

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## Factors related to the selection of baby massage services

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### ABSTRAK

**Latar Belakang:** Banyak faktor yang mempengaruhi orang tua dalam mengambil keputusan untuk melakukan pijat bayi. Faktor-faktor tersebut hendaknya dapat dilakukan penapisan oleh tenaga kesehatan dalam memberikan konseling pada ibu. Sehingga diharapkan ibu dapat memilih dengan tepat fasilitas yang dituju.

**Tujuan:** Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor apa saja yang mempengaruhi ibu dalam pemilihan pelayanan pijat bayi.

**Metode:** Metode penelitian adalah kuantitatif, dengan studi cross sectional. Penelitian dilakukan di PBM Nanik Sidoarjo. Populasi dalam penelitian ini adalah ibu yang memiliki anak berusia 3-12 bulan. Sampel diambil menggunakan purposive sampling. Kriteria inklusi dalam pengambilan sampel yaitu ibu yang memiliki usia 3-12 bulan tanpa gangguan kesehatan/ komplikasi penyakit yang menyertai. Variabel bebas pada penelitian ini adalah faktor-faktor yang mempengaruhi ibu yaitu sosio demografi masyarakat (usia, pekerjaan, pendidikan, pendapatan, serta budaya pijat bayi secara tradisional), sedangkan variabel tergangungnya adalah pemilihan metode pijat bayi. Pengumpulan data secara langsung menggunakan kuisioner yang dibagikan kepada ibu. Selanjutnya data dianalisis dengan uji chi square.

**Hasil:** Hasil penelitian menunjukkan bahwa responden yang memilih untuk melakukan pijat bayi ke dukun bayi dan ke fasilitas kesehatan sama banyak yaitu sebesar 40%. Hasil analisis secara statistik menunjukkan bahwa factor Pendidikan dan budaya berhubungan dengan pemilihan pelayanan pijat bayi dengan nilai  $p < 0,006$  dan  $0,003 < 0,05$ . Sedangkan factor usia, pekerjaan dan pendapatan tidak menunjukkan hasil yang signifikan dengan nilai  $p > 0,05$ .

**Kesimpulan:** Sehingga dapat disimpulkan bahwa factor yang mempengaruhi pemilihan pelayanan pijat bayi adalah factor Pendidikan dan budaya.

**Kata Kunci:** pijat; bayi; sosio demografi

### ABSTRACT

**Background:** Many factors influence parents in making the decision to do baby massage. These factors should be screened by health workers in providing counseling to mothers. So, it is hoped that the mother can choose the right facility.

**Objectives:** The purpose of this study was to analyze what factors influence mothers in the selection of baby massage services.

**Methods:** The research method is quantitative, with a cross sectional study. The research was conducted at PBM Nanik Sidoarjo. The population in this study were mothers who had children aged 3-12 months. Samples were taken using purposive sampling. Inclusion criteria in sampling are mothers who are aged 3-12 months without health problems/complications of accompanying diseases. The independent variables in this study are the factors that influence the mother, namely the socio-demographic of the community (age, occupation, education, income, and traditional baby massage culture), while the dependent variable

is the selection of baby massage methods. Direct data collection using questionnaires distributed to mothers. Furthermore, the data were analyzed by chi square test.

**Results:** The results showed that the number of respondents who chose to do baby massage to traditional birth attendants and to health facilities was the same, namely 40%. The results of the statistical analysis showed that educational and cultural factors were related to the selection of baby massage services with  $p$ -values of 0.006 and 0.003  $< 0.05$ . While the factors of age, occupation and income did not show significant results with a  $p$  value  $> 0.05$ .

**Conclusions:** So it can be concluded that the factors that influence the selection of baby massage services are educational and cultural factors.

**KEYWORD:** *massage; baby; socio demographic*

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## **INTRODUCTION**

Infancy starting from 0 to 12 months is a period of rapid growth and development, and requires an important role from parents (1). Development can run optimally requires the fulfillment of maximum nutritional needs and stimulation from parents. One form of stimulation that can be given is through a series of baby massage activities.

Baby massage is one form of therapy through touch that can meet physical and emotional needs, namely affection and stimulation needs, because in the baby massage process it contains elements of touch in the form of affection, sound, eye contact as well as movement and massage (2). The benefits of baby massage, which can make babies relax, calm, sleep soundly and can increase weight so that they can maximize their growth and development.

The many benefits provided from baby massage, make parents to do baby massage. Both are carried out by parents, traditional birth attendants or by trained professionals. Baby massage is not new, the tradition of baby massage has been around for a long time. It's just that in practice this baby massage is still done by traditional birth attendants based on their

experience. A study conducted by Eko through interviews with 10 mothers with children aged 3-12 months said that all of them never massaged their own babies and took them to a traditional birth attendant for massage when they were sick (3). People in Indonesia currently still use a lot of massage service facilities from traditional birth attendants by 30.4% because it has become hereditary (4). Elsewhere, data shows that in the last 3 months there were 50 babies who did baby massage to traditional birth attendants (5).

There are several factors that influence mothers in choosing a baby massage method, namely socio-demographic factors, culture, beliefs and parental education. The results of research conducted by Sahnawi, show that good beliefs can increase positive behavior for mothers in caring for their children (6). In addition, social environmental factors and family support are closely related to culture or tradition to determine the method of baby massage (7). Mother's attitude in decision making is also influenced by social interactions experienced by individuals in the form of personal experiences, culture and other influential people (8).

Giving baby massage to babies, it is necessary to pay attention to several things

including who is doing the massage and the right time to do baby massage. Baby massage should be carried out by professionals so as to avoid injury or the risk of tendon shifting. Currently, there are quite a lot of health service facilities that provide baby massage by professional staff in the community.

Based on this, we want to examine what factors influence mothers in choosing a baby massage method, which in this case is massage with a traditional birth attendant which in practice is only based on experience or baby massage by trained professionals. Later this can be used as input for health workers in providing counseling to mothers in the selection of baby massage methods.

## MATERIALS AND METHODS

The research method used in this research is quantitative, with a cross sectional study. The research was conducted at PBM Nanik Sidoarjo. The population in this study were mothers who had children aged 3 - 12 months. The sample was taken using a purposive sampling technique, which is a way of collecting data with certain considerations(9). The sample size in this study was calculated using the sample size formula and obtained as many as 38 respondents (10). Inclusion criteria in sampling are mothers who are aged 3-12 months without health problems/ complications of accompanying diseases. The independent variables in this study are the factors that influence the mother, namely the socio-demographic of the community (age, occupation, education, income, and traditional baby massage culture), while the dependent variable is baby massage services. Direct data collection using questionnaires distributed to mothers who have children aged 3-12 months. Furthermore, the data were analyzed by SPSS using chi square analysis test.

## RESULTS AND DISCUSSION

Massage is an art form in health care and medicine that has been practiced for centuries (11) and is a tradition old ones that have been excavated again with a touch of health science and scientific review sourced from research by neonatologists, neuroscientists, and child psychology (12). Massage is also a form of tactile stimulation that can provide biochemical and physiological effects on the body. Baby massage or baby massage is a slow and gentle stroke movement on the baby's entire body starting from the baby's feet, stomach, chest, face, hands and back (13). Many factors are considered by parents to do baby massage for their children. Some of the factors examined in this study are age, education, occupation, income and culture. Pendidikan responden dikelompokkan dalam kategori pendidikan dasar, pendidikan menengah dan pendidikan tinggi (14).

**Table 1. Frequency distribution of age, education, occupation, income and culture.**

Variable	Frequency (n)	Percentage (%)
Age		
21-35 years	35	92
>35 years	3	8
Education		
Base	6	16
Intermediate	13	34
University	19	50
Work		
Civil servant	2	5
Private	8	21
Entrepreneur	6	16
Does not work	22	58
Income		
< Regional Minimum Wage	13	34
<sup>3</sup> Regional Minimum Wage	25	66
Traditional baby massage culture		
Yes	23	60
No	15	40

Table 1 shows that of the 38 respondents, 92% of the respondents are aged 21-35 years, based on the education of the respondents. Some

of them are highly educated as many as 50% of the respondents. The work variable shows that some of the respondents do not work as much as 58% of respondents, on the income variable. Some of the respondents belong to the income category UMR as much as 66%, while Traditional baby massage culture factors show that some of the respondents have a baby massage culture as much as 60% of the respondents.

Age 21-35 years is the age of reproduction for a woman. In addition to being the best phase of the reproductive system, in this age group a person already has maturity in thinking(15). Maturity in thinking is also influenced by the level of education they have. The level of education provides the ability to think more critically and be open to new information that can determine a person's attitude and behavior. Most of the respondents in this study were mothers who did not work, so they had longer time to be with their children.

The culture that develops around the community is still doing baby massage to traditional healers. However, along with the development of information and technological advances, young mothers began to seek more

information through the media. So, they can try to come to the right health facility to do baby massage. Mothers who choose traditional baby massage at traditional birth attendants can be influenced by the existence of culture or habits that are passed down from generation to generation from the family. In this study 60% of respondents had a culture of doing traditional baby massage with traditional birth attendants, while 40% said that in the family there was no culture to do traditional baby massage on traditional birth attendants.

Table 2 shows that the results of the cross tabulation between the factors that influence the selection of baby massage services indicate that on the educational factor some respondents aged 21-35 years choose baby massage services by experts as many as 21 respondents, the statistical results show a non-significant relationship with the score.  $p = 0.168 > 0.05$ . Educational factor Some respondents with higher education choose baby massage services to experts as many as 16 respondents, statistical results show a significant relationship with  $p$ -value  $0.024 < 0.05$ . The work factor shows that some respondents who do not work choose baby massage services to experts

**Table 2. Cross table of factor analysis related to the selection of baby massage services**

	Baby Massage Service		P Value
	Traditional	Experts	
Age			
21-35 years	14	21	0,168
>35 years	0	3	
Education			
Base	3	3	0,024
Intermediate	8	5	
University	3	16	
Work			
Civil servant	1	1	0,561
Private	4	4	
Entrepreneur	3	3	
Does not work	6	16	
Income			
< regional minimum wage	9	4	0,003
<sup>3</sup> regional minimum wage	5	20	
Traditional baby massage culture			
Yes	12	11	0,015
No	2	13	

as many as 16 respondents, statistical results show a non-significant relationship with p-value  $0.561 > 0.05$ . The income factor shows that some respondents with income UMR choose baby massage services to experts and with a p value of  $0.003 < 0.05$  so there is a significant relationship. Traditional baby massage culture factors show that some respondents who have a baby massage culture in their families choose baby massage services to experts as many as 13 respondents, and statistical results show a significant relationship with a p-value of  $0.015 < 0.05$ .

## DISCUSSION

The many benefits obtained from baby massage encourage people to take their babies to places that provide baby massage facilities. Unfortunately, not all people take their babies to facilities with professional and trained baby massage staff. Because baby massage is a tradition, there are still many people who take their babies for massage to traditional birth attendants. A study conducted by Eko through interviews with 10 mothers with children aged 3-12 months said that all of them never massaged their own babies and took them to a traditional birth attendant for massage when they were sick.(3). Many factors influence the mother in the process of choosing a baby massage method by a traditional birth attendant based on experience or by trained professionals. In this case, the social environment factor is closely related to culture or tradition and the strong influence of local community leaders. This is in accordance with Dewi's research, the formation of mother's attitudes about baby massage is strongly influenced by the strong culture that is rooted in the community (16). Culture in the community affects the practices, behavior and behavior of the community. Research conducted by Bastian shows that traditional baby massage is more likely to lead to treatment (17)

In addition to environmental and cultural factors, education, mother's knowledge also influences mothers in making decisions about choosing baby massage methods. The results of this study are in line with the results of research conducted by Imdiniyah which states that the better a person's education and insight, the better the utilization of health services.(18) Access to information also affects knowledge and information about baby massage which will later affect the mother's actions in decision making (19). Mother's knowledge about baby massage can be sourced from mass media and electronics, all of which can influence the mother's attitude in determining treatment (20).

Another factor that is also related to the selection of baby massage services is the income factor. The economic condition of the community will affect a family to get health services including baby massage. This study is in line with the results of Amalia's research which shows that respondents will choose health service facilities according to their income level, namely respondents with low incomes tend to choose low-cost health services. (21)

Most of the respondents in this study prefer baby massage with experts, namely health workers or those who have been certified. This is because some parents are worried about the side effects of the wrong massage. Side effects that can arise such as bruising, the baby becomes fussy due to pain, shifting of the tendons and injuries. The risk of baby massage can arise due to the practitioner's negligence in doing massage and lack of knowledge about massage(22). Some of the reported complications are intracranial hemorrhage and obstructive ileus. This complication can occur due to massage in the parietal and occipital areas of the head, and this is not in accordance with baby massage techniques by experts. (23) Baby massage can give optimal results when done when the baby is not sleepy and not hungry,

besides that, avoid massaging babies who are not healthy or force certain positions.(24) The wisdom of local traditional health practices in each country needs to be developed to create an independent healthy society.(25) Baby massage is one of the local wisdoms that needs to be developed but requires standardization of baby massage training and provision for parents to do baby massage on their children in a useful way.

In addition to the several factors above which are statistically significant in the selection of baby massage, there are also other factors that have an influence. Some of the respondents who chose to do professional baby massage indicated that not all of them came from people with more income. However, they have received a lot of information both from the environment and social media about baby massage services for professionals. However, some people who are still attached to culture are still trying to maintain the existing heritage.

#### CONCLUSION AND RECOMMENDATION

The conclusion of this study is that there is a significant relationship between education, income and culture factors on the selection of baby massage services. Based on the results of this study, it is expected that health workers can collaborate with traditional birth attendants to work with health workers and other confounding factors need to be studied.

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