

The Influence of Breastfeeding Self-Efficacy Education on Pregnant Women's Attitudes Towards Exclusive Breastfeeding at Aura Syifa Hospital, Kediri Regency

Ely Isnaeni¹, Yanuar Pujiastutik², Sheylla Septina Margareta³, Paramita Ratna Gayatri⁴, Erik Irham Lutfi⁵

^{1,2,3} Department of Nursing, Bhakti Wiyata Institute, Indonesia

⁴ Department of Nursing, Universitas Strada Indonesia

⁵ Department of Nursing, Universitas Kadiri, Indonesia

*Corresponding author: ely.isnani@iik.ac.id

ABSTRACT

Background: Feeding babies only breast milk is very important for lowering health problems in infants and helping them develop properly. However, coverage remains suboptimal. Breastfeeding Self-Efficacy (BSE) plays a big role in how successful breastfeeding is. When mothers don't feel confident, they often have negative attitudes that can make breastfeeding harder. Initial research showed that 70% of pregnant women did not have positive views about exclusively breastfeeding, highlighting the need for educational programs based on BSE. **Objective:** This study aimed to find out how BSE education influences pregnant women's views on exclusive breastfeeding.

Methods: A study was carried out at RS Aura Syifa using a one-group pretest-posttest design, which means that we tested the same group of people before and after an intervention. A group of 50 pregnant women was chosen using No probability sampling with accidental sampling. The program included weekly video lessons given over two weeks, using both in-person and online methods. Data were analyzed using Wilcoxon.

Results: The study showed that there was a noticeable change for the better in how people felt after the intervention. The statistical analysis showed a p-value of 0.000 ($p < 0.05$), which means that BSE education had a significant impact on the attitudes of pregnant women.

Conclusion: Teaching pregnant women about breastfeeding confidence helps them have a better attitude towards exclusive breastfeeding. Health care providers should include education about Breastfeeding Self-Efficacy (BSE) in prenatal care. Future researchers should look into other factors like family support or breastfeeding practices.

Keywords: Attitude, Breastfeeding Self-Efficacy, Exclusive Breastfeeding, Pregnant Women

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BACKGROUND

Breast milk is the main source of nutrition for babies because it has important nutrients that help them grow and develop healthily. It also contains antibodies that strengthen the baby's immune system and protect them from infections (Fatrini *et al.*, 2022). Babies who do not get breast milk are at a higher risk of getting infections, which can cause them to become malnourished and grow slowly (Hikmah *et al.*, 2023). The United Nations Children's Fund and the World Health Organization recommend that babies be fed only breast milk for the first six months of their lives, without giving them any other food or drinks. After that, nursing should keep going along with other foods until the baby is two years old or more (WHO, 2024).

Showed an exclusive breastfeeding prevalence of 68.5%. The Indonesian Central Bureau of Statistics reported that the achievement was 74.73% in 2024. According to information from the East Java Provincial Health Office, the rate of exclusive breastfeeding was 72.9% in 2023 and rose to 81.2% in 2024. However, a drop was seen in Kediri Regency. In 2023, the rate of exclusive breastfeeding for babies between 0 and 6 months was 71.4%. This rate dropped to 70.9% in 2024. As per the 2025 information from the Kediri District Health Office, the percentage fell even more to 70.76%. Out of 16,911 babies, just 11,967 were exclusively breastfed for the first six months.

At a more localized level, specifically in Ngasem District, the exclusive breastfeeding coverage in 2025 stood at 65.89%, which remains below the national target. As a healthcare facility located in Ngasem, Aura Syifa Hospital plays a pivotal role in maternal and infant care. However, specific data regarding exclusive breastfeeding rates within the hospital setting is currently unavailable. This phenomenon suggests that an overall increase in program coverage does not necessarily reflect individual success for every mother. Consequently, further investigation is required into internal maternal factors, such as breastfeeding self-efficacy and attitudes toward breastfeeding, which are presumed to play a significant role in determining the success of exclusive breastfeeding.

Low levels of Breastfeeding Self-Efficacy (BSE) not only diminish maternal motivation but can also negatively influence attitudes, leading to a lack of support for exclusive breastfeeding practices. Research by Tumiar *et al.* (2024) indicates that most mothers feel uncertain about whether their infants receive sufficient milk and often lack an understanding of the importance of exclusive breastfeeding starting from birth.

Interviews conducted at Aura Syifa Hospital in September 2025 with ten pregnant women revealed that seven respondents exhibited unsupportive attitudes toward exclusive breastfeeding. This indicates that a majority of pregnant women still maintain a lack of support for exclusive breastfeeding practices. Consequently, interventions are necessary to enhance maternal readiness and commitment, beginning during the prenatal period.

Theoretically, an increase in Breastfeeding Self-Efficacy (BSE) has the potential to foster positive attitudes toward exclusive breastfeeding, consistent with Bandura's theory (1997), which states that self-efficacy influences how individuals think, feel, and act. Research by Retno *et al.* (2025) reinforces this by demonstrating that BSE in pregnant women is closely linked to psychological and cognitive aspects, including maternal attitudes and readiness for breastfeeding. Furthermore, a study by Safitri *et al.* (2021) reported that providing education via video media in two sessions over a two-week period had a significant effect on improving maternal attitudes toward exclusive breastfeeding. These findings confirm that video media is not only effective in enhancing maternal self-confidence but also plays a crucial role in shaping positive attitudes toward exclusive breastfeeding practices.

OBJECTIVE

This study was designed to find out how teaching pregnant women about breastfeeding confidence affects their views on exclusively breastfeeding their babies.

METHODS

Data Sources And Study Population

This study employed a pre-experimental design with a one-group pretest-posttest approach. The research was conducted at Aura Syifa Hospital in Kediri Regency. The population consisted of 101 pregnant women, with a sample of 50 respondents selected based on specific inclusion and exclusion criteria. Sampling was performed using accidental sampling, a method where any individual encountered by the researcher by chance can be utilized as a participant, provided they meet the established criteria as a data source (Sugiyono, 2023).

Instrument and measurement

The research procedure began by providing informed consent to the respondents. Consent forms were then distributed to the pregnant women who agreed to participate in the study. Subsequently, a pre-test questionnaire was administered to assess the respondents' initial attitudes toward exclusive breastfeeding. The researcher explained the instructions for completing the questionnaire and allowed the respondents to fill it out based on their actual attitudes. Following this, the researcher delivered breastfeeding self-efficacy education using video media, while simultaneously providing support, encouragement, and motivation. The intervention was conducted over two sessions within a two-week period, with a one-week interval between sessions. Finally, a post-test was conducted to collect data and evaluate changes in the mothers' attitude levels toward exclusive breastfeeding after the intervention.

Data analysis

The data was analyzed using SPSS version 26.0. The Wilcoxon Signed-Rank Test results showed a p-value of 0.000, which is less than 0.05. As a result, we can say that teaching pregnant women about their confidence in breastfeeding greatly influences their feelings about exclusively breastfeeding at Aura Syifa Hospital in Kediri Regency.

Ethical consideration

This research has received ethical clearance from the Health Research Ethics Commission Institut Ilmu Kesehatan Bhakti Wiyata Kediri No 733/FIK/EP/XII/2025.

RESULTS

This chapter presents the research findings regarding the influence of breastfeeding self-efficacy education on the attitudes of pregnant women toward exclusive breastfeeding at Aura Syifa Hospital, Kediri Regency. The data was collected between January 20 and February 10, 2026, involving 50 respondents who met the specified inclusion and exclusion criteria.

Table 1. Frequency Distribution of Respondents' Characteristics Based on Age

	Frequency	Percentage (%)
Age		
< 20 Year	3	6.0
20-35 Year	38	76.0
> 35 Year	9	18.0
Total	50	100.0

The table 1 above indicates that the majority of respondents are aged 20–35 years, accounting for 38 individuals (76%)

Table 2. Frequency Distribution of Respondents' Characteristics Based on Education Level

		Frequency	Percentage (%)
Education Level	Junior High School	2	4.0
	Senior High School	37	74.0
	Associate degree/ bachelor 'degree	11	22.0
Total		50	100.0

The table 2 above shows that the majority of respondents had a senior high school education, totaling 37 individuals (74%)

Table 3. Frequency Distribution of Respondents' Characteristics Based on work

		Frequency	Percentage (%)
JOB	Homemaker	14	28.0
	Government Employee	8	16.0
	Self-employed	28	56.0
Total		50	100.0

The table 3 above shows that the majority of respondents are self-employed, totaling 28 individuals (56%).

Table 4. Frequency Distribution of Respondents' Characteristics Based on Parity

		Frequency	Percentage (%)
Parity	Primipara	35	70.0
	Multipara	15	30.0
Total		50	100.0

The table 4 above shows that the majority of respondents are primipara, totaling 35 individuals (70%).

Table 5. Frequency Distribution of Respondent *Pre-test* dan *Post-test* give Education *Breastfeeding Self-Efficacy* by Media Video

Attitude category	<i>Pre-test</i>		<i>Post-test</i>	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Positif	12	24.0	45	90.0
Negatif	38	76.0	5	10.0
Total	50	100.0	50	100.0

The table of 5 pre-test data showed that the majority of respondents had a negative attitude, totaling 38 individuals (76%). However, in the post-test, after receiving breastfeeding self-efficacy education, the number of respondents with a negative attitude decreased to 5 individuals (10%).

Table 6. Crosstabulation of Pre-Test and Post-Test Attitude Levels

Variabel	Frequency		Total
	positive	negative	
Attitude	<i>Pre-test</i>	12 38	50
	<i>Post-test</i>	45 5	50

Based on Table 6, the comparison between pre-test and post-test results indicates a significant shift in respondents' attitudes. The number of respondents with a positive attitude increased from 12 to 45, while those with a negative attitude decreased from 38 to 5 individuals

Table 7. Bivariate Analysis of the Effect of Breastfeeding Self-Efficacy Education on the Attitudes of Pregnant Women

Attitudes	Frequency	Mean	Uji Wilcoxon
<i>Pre Intervensi</i>	50	43.06	<i>P-Value</i> = 0,000
<i>Post Intervensi</i>	50	57.76	
Increase		14,7	

Table 7 indicates a significant difference in respondents' mean attitude scores following the video-based breastfeeding self-efficacy intervention. The mean score rose from 43.06 at the pre-test to 57.76 at the post-test. The Wilcoxon test results showed a p-value of 0.000, indicating a statistically significant effect.

DISCUSSION

Attitude Levels of Pregnant Women Toward Exclusive Breastfeeding Prior to Education Intervention

Based on the research conducted on 50 respondents, the majority were aged 20–35 years, totaling 38 individuals (76%). In terms of education, most respondents had a senior high school background, accounting for 37 people (74%). Regarding occupation, the majority of respondents were self-employed, representing 28 individuals (56%). Meanwhile, based on parity, 35 respondents (70%) were primiparous.

Pre-test results concerning the effect of breastfeeding self-efficacy education among 50 pregnant women at Aura Syifa Hospital, Kediri, revealed that 24% (n=12) held positive attitudes, whereas 76% (n=38) held negative attitudes. This suggests that before the intervention, most respondents lacked a supportive attitude toward exclusive breastfeeding.

Results from a pre-test about how breastfeeding self-efficacy education affected 50 pregnant women at Aura Syifa Hospital in Kediri showed that 24% (12 women) had positive attitudes, while 76% (38 women) had negative attitudes. This indicates that, prior to the intervention, many respondents did not have a positive view on exclusive breastfeeding.

According to Purnamasari (2022), maternal age is associated with the practice of exclusive breastfeeding. Mothers within the age range of 20–35 years have a greater likelihood of success in exclusive breastfeeding practices. Furthermore, Inayah (2023) found a correlation between a mother's education level and her attitude toward exclusive breastfeeding in Meranti Village. A higher level of education can positively influence a mother's attitude regarding proper nutrition; conversely, a lower education level may also impact a mother's attitude toward exclusive breastfeeding.

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This is consistent with a study by Hasanah et al. (2022), which found that mothers without prior knowledge or breastfeeding experience are at a higher risk of developing a negative attitude toward exclusive breastfeeding. Such conditions make it more difficult for mothers to build confidence in their abilities; consequently, the emerging doubts can affect their readiness to make decisions regarding breastfeeding practices. Mayang (2025) further supports this finding, stating that most mothers held a negative attitude before receiving health education. This indicates that health education plays a crucial role in shaping a mother's attitudinal readiness starting from pregnancy.

The concept of self-efficacy proposed by Albert Bandura (1997) suggests that individuals with low self-efficacy tend to doubt their abilities, are more prone to anxiety when facing new challenges, and have a tendency to avoid situations they perceive as difficult. Specifically, Dennis & Faux (1999) explain that breastfeeding self-efficacy is a key factor influencing a mother's decision to initiate and maintain breastfeeding, the amount of effort exerted, and her ability to overcome emotional obstacles that arise during the breastfeeding process. Consequently, the low attitude scores observed in the pre-test may reflect sub-optimal breastfeeding self-efficacy prior to the intervention.

Attitude Levels of Pregnant Women Toward Exclusive Breastfeeding After Education Intervention

Based on the post-test data, there was a significant change following the breastfeeding self-efficacy education. Out of 50 respondents, 45 (90%) exhibited a positive attitude, while 5 (10%) remained in the negative attitude category. The proportion of pregnant women with a positive attitude increased from 24% in the pre-test to 90% in the post-test, representing a total increase of 66%. This improvement demonstrates that education not only enhances knowledge but also strengthens a mother's confidence in her breastfeeding abilities.

According to Notoatmodjo (2005), health education is an integral part of comprehensive health efforts, encompassing promotive, preventive, curative, and rehabilitative

aspects. Its primary goal is to help the community develop healthy behaviors through increased knowledge, the formation of positive attitudes, and the implementation of health-supporting habits. Therefore, breastfeeding self-efficacy education significantly influences the improvement of pregnant women's attitudes toward exclusive breastfeeding.

This is in line with the self-efficacy theory proposed by Bandura (1997), which states that self-efficacy influences how individuals think, feel, motivate themselves, and act. Individuals with a high level of self-efficacy tend to have greater confidence in facing challenges and are more prepared to make decisions that support health behaviors. Through breastfeeding self-efficacy education, pregnant women gain both knowledge and confidence in their ability to breastfeed, thereby forming a more positive attitude toward exclusive breastfeeding.

According to Notoatmodjo (2005), attitude is an individual's internal response to a specific stimulus or object, involving both cognitive and affective considerations. The process of attitude formation is influenced by several factors, including personal experience, the influence of significant others, culture, mass media, educational and religious institutions, and emotional factors. Furthermore, Widayanti & Mawardika (2023) suggest that respondents' attitudes toward exclusive breastfeeding are driven by various factors, particularly the enhancement of their knowledge and confidence regarding breastfeeding. As respondents acquire new knowledge and gain increased confidence through health education, they develop a positive response, which ultimately fosters a positive attitude.

This result is consistent with the findings of Mayang (2025), which revealed a difference in attitudes toward the danger signs of pregnancy before and after receiving health education. These results emphasize that the provision of health education is capable of enhancing understanding, confidence, and the readiness of pregnant women to make decisions that support both their own health and that of the fetus..

Analysis of the Effect of Breastfeeding Self-Efficacy Education on the Attitudes of Pregnant Women Toward Exclusive Breastfeeding

In this study, a non-parametric statistical analysis was conducted using the Wilcoxon Signed-Rank Test. The results showed that the significance value (p-value) for the attitude variable was 0.000, which is less than the significance threshold ($\text{sig} < 0.05$). Consequently, the alternative hypothesis H1 is accepted, indicating that there is a significant influence of breastfeeding self-efficacy education on the attitudes of pregnant women toward exclusive breastfeeding at Aura Syifa Hospital, Kediri Regency

The results of this study are consistent with the findings of Amalia et al. (2022) regarding the effect of education through online classes and video media for pregnant women, which showed a paired sample t-test p-value of 0.002. This significance value indicates that video-based education can enhance the breastfeeding self-efficacy of pregnant women in preparation for nursing

Other research in line with these findings is the study conducted by Mayang (2025), which demonstrates that changes in attitude are closely related to health education; thus, breastfeeding self-efficacy education is sufficiently effective and efficient in influencing and improving the attitudes of pregnant women toward exclusive breastfeeding. The attitudinal changes in this study can be explained through the self-efficacy theory proposed by Bandura (1997). Self-efficacy is an individual's belief in their ability to organize and execute the actions required to achieve a specific goal. Individuals with high levels of self-efficacy tend to possess a more positive mindset, stronger motivation, and better readiness to face challenges, including the practice of exclusive breastfeeding

This is in accordance with the statement by Widayanti & Mawardika (2023), who suggest that mothers with high confidence in their abilities tend to exhibit more positive attitudes, have stronger commitment, and are more motivated to implement health behaviors. Conversely, mothers with low self-efficacy are more prone to doubt and at risk of inconsistency in providing exclusive breastfeeding. Therefore, the increase in self-efficacy significantly influences attitude formation.

Consistent with the study by Awaliyah et al. (2020), mothers with good self-confidence tend to have stronger motivation to maintain breastfeeding practices even when facing difficulties. These findings align with the results of this study, where a positive shift in attitudes occurred after the breastfeeding self-efficacy education was provided. This indicates that strengthening self-confidence through education does not only impact the cognitive aspect but also contributes to forming a mother's mental readiness to support the success of exclusive breastfeeding.

CONCLUSION

1. The findings of this study show that most pregnant women had a negative attitude about exclusive breastfeeding before obtaining breastfeeding self-efficacy education. According to the results of the attitude questionnaire, 12 respondents (24%) had a good attitude and 38 respondents (76%) had a negative attitude.
2. The results show that pregnant women's attitudes significantly changed after receiving breastfeeding self-efficacy education. Following the intervention, there were 45 (90%) more responses in the positive attitude category and just 5 (10%) in the negative attitude category.
3. The results of the Wilcoxon Signed-Rank Test yielded a p-value of 0.000, which is less than the alpha level ($0.000 < \alpha 0.05$). Consequently, it can be concluded that breastfeeding self-efficacy education has a significant influence on the attitudes of pregnant women toward.

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