

# Mother's motivation and attitude towards baby spa services during the COVID-19 pandemic



Esty Puji Rahayu<sup>1\*</sup>, Nanik Handayani<sup>1</sup>, Fritria Dwi Anggraini<sup>1</sup>

## ABSTRACT

**Introduction:** During the COVID-19 pandemic, the stay-at-home policy, which requires people to carry out activities at home, avoid crowds and minimize contact with people, is a problem for baby spa businesses due to the decline in baby spa patients at their clinics. This study aimed to evaluate the mother's motivation and attitude toward baby spa services during the COVID-19 pandemic.

**Methods:** This cross-sectional study involves parents who are consumers of baby spas and independent practice midwives who provide baby spa services in the Sidoarjo Regency that met inclusion criteria. Sample determination used purposive sampling. All data were obtained directly as primary data, then collected and analyzed using univariate and bivariate analysis in SPSS ver. 20.

**Results:** Most of the mothers and children were aged 36-40 years (32.0%) and <2 years (72.0%), respectively. Most respondents had high motivation and attitude (70.4% and 74.1%). Chi-square and Fisher exact test showed a significant relationship between the mother's motivation and attitude towards mother's interest in baby spa services ( $p < 0.001$ ).

**Conclusion:** The mother's attitude and motivation are related to the mother's interest in coming to the baby spa service during the COVID-19 pandemic.

**Keywords:** Attitude, baby spa, interest, motivation.

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<sup>1</sup>Department of Midwifery, Faculty of Nursing and Midwifery, Universitas Nahdlatul Ulama, Indonesia.

\*Corresponding author:

Esty Puji Rahayu;  
Department of Midwifery, Faculty of Nursing and Midwifery, Universitas Nahdlatul Ulama, Indonesia;  
[esty@unusa.ac.id](mailto:esty@unusa.ac.id)

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## INTRODUCTION

The baby spa is a new business that began to be known in Indonesia in the decade of the 2000s. By targeting the right market share, the baby spa business can earn quite a lot of profit. Midwives usually use baby spas because midwifery services to children are important during the newborn, infancy, toddler, and preschool years. Therefore, baby spas encourage midwives to open health services for mothers and children more widely through the SPA program, namely SPA for mothers, babies, and children, better known as Mom, Baby, and Kids Spa. Behind the rise of baby spas nowadays, there must be challenges in starting or maintaining them, especially during this COVID-19 pandemic. The stay-at-home policy requires people to carry out activities at home, avoiding crowds and minimizing contact with people. From the baby spa consumer side, they are afraid to leave the house with their children, let alone visit places at risk of contracting COVID-19. This is also a

problem for baby spa businesses, one of which is independent practice midwives.<sup>1</sup>

Along with the increasing cases of COVID-19, in 2021, many things have been done by the baby spa business to stay afloat during this pandemic, one of which is to keep opening baby spas by strict health protocols even though there are no visitors, some have chosen to close them until conditions are safe again. On the other hand, some innovate with home care where the midwife will come to the patient's place, but this is not all baby spa business people can do because of limited human resources or equipment used.<sup>2,3</sup>

There are several studies on baby spas. Recent data showed several benefits of baby massage to improve gross motor development during the COVID-19 pandemic, resulting in an influence on gross motor development in infants aged 6-12 months.<sup>4</sup> In addition, another study on consumer motivation and attitudes in product purchase decisions, but not service products such as baby spa services,

showed that consumer motivation significantly influences purchasing decisions on Android smartphones in the Faculty of Economics, University of Yogyakarta (regression coefficient 0.298;  $p < 0.001$ ).<sup>5</sup>

Although several studies on baby spa services during the COVID-19 pandemic and research on motivation and interest have been conducted, none have investigated consumers' attitudes, motivations, and interests regarding service products. Therefore, this study aimed to determine the relationship between mothers' motivation and attitude toward baby spa services in Sidoarjo Regency during the COVID-19 pandemic.

## METHODS

### Study Design

This analytic study used a cross-sectional study design. The inclusion criteria were parents who are consumers of baby spas and independent practice midwives who provide baby spa services in the Sidoarjo

Regency. Exclusion criteria were parents and independent practice midwives who were suspected of COVID-19.

### Materials

The sample of this study recruited 108 mothers who routinely do baby spa in Sidoarjo Regency. Sampling for this study used purposive sampling. The instrument in this study was a questionnaire about mothers' attitudes, motivations, and interests in coming to the baby spa service.

### Data collection procedures

The researcher applied for a research permit to LPPM Universitas Nahdlatul Ulama Surabaya to be addressed to Sidoarjo District. After getting permission, the researcher immediately coordinated and approached the Ikatan Bidan Indonesia Sidoarjo. When conducting the research, the researcher gave informed consent about the respondents' willingness as the object of research. Then the researchers gave a mothers' attitudes, motivations, and interests questionnaire to come to the baby spa service.

### Data analysis

Data were obtained directly as primary data, then analyzed using univariate and bivariate analysis. The relationship between variables was analyzed using Chi-Square or Fisher exact test. The accepted significance value was  $p < 0.05$ . All data were analyzed using SPSS ver.20

## RESULTS

### Baseline characteristics

A total of 50 participants were included for the description of the characteristics. Based on the mother's age, most participants were aged 36-40 (32,0%). Based on the child's age, most of the participants were aged <2 years (72,0%). Moreover, based on the education level, most participants had a senior high school education (48,0%). The baseline characteristics of the sample are described in [Table 1](#).

### Mother's motivation and attitude towards baby spa services

Motivation is something that encourages someone to underlie the actions he takes. While interest distinguishes a person's assessment of a particular thing or object,

**Table 1. Baseline characteristics**

Characteristics	Frequency (n)	Percentage (%)
<b>Mother age</b>		
20 – 25 years	4	8
26 - 30 years	14	28
31 – 35 years	10	20
36- 40 years	16	32
>40 years	6	12
<b>Child age</b>		
< 1 years	18	36
1-2 years	18	36
2-3 years	10	20
3-4 years	2	4
4-5 years	2	4
<b>Last Education</b>		
Elementary school	0	0
Junior High School	0	0
Senior High School	26	52
College	24	48
<b>Total</b>	<b>50</b>	<b>100</b>

**Table 2. Cross table of motivation with mother's interest to come to the baby spa**

Interest	Motivation (n)			Total
	High	Medium	Low	
High	76	0	0	76
Medium	18	8	0	26
Low	6	0	0	6
Total	100	8	0	108

**Table 3. Cross table of attitudes with mother's interest in coming to the baby spa**

Interest	Attitude (n)			Total
	High	Medium	Low	
High	80	0	0	80
Medium	16	4	0	20
Low	0	8	0	8
Total	96	12	0	108

**Table 4. Frequency distribution of Baby spa services**

Baby Spa Service	Frequency (n)	Percentage (%)
Home care	6	37,5
Service at the clinic	10	62,5
<b>Total</b>	<b>16</b>	<b>100</b>

which underlies the likes or dislikes of the object. The following is a cross table of motivation with the mother's interest in coming to the baby spa ([Table 2](#)).

Based on the table above, the results show that most respondents had high motivation and interest (76 respondents (70,4%)). In addition to motivation, attitude also affects a person's interest in coming to the baby spa clinic. The following is a cross-distribution table of

attitudes with mothers' interest in coming to the baby spa ([Table 3](#)).

Based on the table above, the results show that most respondents with high attitudes and interests are as many as 80 respondents (74,1%). Based on the results of interviews with the midwife clinic about baby spa services, the results obtained are as in the table below ([Table 4](#)).

Based on the results of data collection, it was found that of the 16 baby spa

clinics interviewed, only 6 (37.5%) provided home care services for baby spas. Furthermore, bivariate analysis using chi-square and fisher exact showed a significant relationship between the mother's motivation and attitude towards mother's interest in baby spa services ( $p < 0.001$ )

## DISCUSSION

Consumers will be faced with a purchase decision to make a purchase transaction, like the decision to come to the baby spa clinic, where they will compare or consider one place/clinic with another clinic for them to visit. In this study, data on demographics including maternal age and education were collected from respondents, where the most age range is the age of 36-40 years and the most education is high school graduates. Demographic factors consisting of age, education, and income have a significant positive effect on product purchase intentions. These results are consistent with a study conducted at Denpasar, Bali which concluded that demographic factors such as age, education, income level, and gender have a significant positive relationship with consumer responses to buying products. This finding could be the same as the consumer's decision to visit the baby spa clinic.<sup>6</sup> Baby spa is currently one of the ways that parents do to improve their child's mental, physical and gross motor skills. In the baby spa service, there are a series of baby massages, baby gym, and baby swims. There are many benefits of baby massage, one of which is increasing melatonin levels. Increased vagal activity during massage stimulation can increase melatonin levels. Baroreceptors and mechanoreceptors in the skin can be stimulated by massage to affect the vagal efferent fibers that innervate the digestive and pineal systems.<sup>5</sup> In addition, another study also reported that baby massage can reduce cortisol levels and accelerate children's growth through increasing IGF-1 expression.<sup>7</sup>

Based on data analysis, it was found that there was a significant relationship between motivation and the mother's interest in coming to the baby spa clinic with  $p = 0.000$  ( $p < 0.05$ ). Motivation is something that encourages someone

to underlie the actions he takes. While interest distinguishes a person's assessment of a particular thing or object, which underlies the likes or dislikes of the object. The existence of someone's motivation becomes the basis for someone to be interested in visiting the baby spa with a series of baby massages, baby gym and baby swims. This finding was in line with research conducted at the Rockstar Gym clinic with the results that parents choose baby gym services at Rockstar Gym tend to be driven by the parents themselves, getting information from sources that parents trust, and have knowledge about the need for baby gym, so that it influences parents to choose baby gym services at Rockstar Gym. The many facilities and affordable prices and curriculum are good for the development of the baby, which makes parents more motivated to choose baby gym services at Rockstar Gym.<sup>5</sup>

In addition to motivation, attitude also affects a person's interest in coming to the baby spa clinic. Attitude is a learned tendency to react to product offerings in terms of good or bad consequences. This study's results align with the research about mothers' attitudes towards infant massage in Posyandu Seruni and Cambodia Klamong Village, Saradan District, Madiun Regency. The mother's attitude about baby massage is shown by the mother's willingness to massage her baby both independently and to health workers. The results showed that the majority had a negative attitude, namely 17 respondents (57%) and the minority had a positive attitude, namely 13 respondents (43%). With so many mothers having a negative attitude, many mothers bring their babies to be massaged by traditional healers and not to health workers or baby spa clinics. Based on the results, it was found that of the 16 baby spa clinics interviewed, only 6 (37.5%) provided home care services for baby spas. Some Midwifery Clinics continue to provide baby spa services at their clinics with the aim of making their work easier because they can practice other midwifery services, such as pregnancy, childbirth, and contraception services. People who really understand the importance of baby spas also continue coming to midwifery clinics even during the Covid 19 pandemic. They continue

to apply health protocols from both their midwives and their patients.<sup>8</sup>

A person's interest can arise through external stimuli such as the neighborhood, family, and school environment. One factor that influences interest is the stimulus factor that comes from the environment or scope that is in accordance with one's needs and desires. In addition, the communication interest in the residential environment provides new knowledge and experience of home care services to generate interest. Based on the results of another study, more than half (62.5%) of respondents who are interested in home care are influenced by the facility factor, while those who are not interested in home care (37.5%) are not influenced by the facility factor. Based on the results of the chi-square test, shows that environmental factors influence people's interest in getting Home Care services.<sup>9</sup>

## CONCLUSION

The results showed a significant relationship between motivation and mothers' interest in coming to the baby spa service during the COVID-19 pandemic. In addition, there was a significant relationship between attitudes and mothers' interest to come to baby spa services. This study showed that the mother's attitude and motivation are related to the mother's interest in coming to the baby spa service during the COVID-19 pandemic in Sidoarjo Regency.

## FUNDING

This study was under contract from Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) Universitas Nahdlatul Ulama Surabaya.

## CONFLICT OF INTEREST

The authors declare no conflict of interest in this study.

## ETHICAL STATEMENT

This research has been declared to have received an ethical certificate from the Ethical Committee of Nursing and Midwifery Faculty, Universitas Nahdlatul Ulama, Indonesia No. 104/EC/KEPK/UNUSA/2020.

## AUTHOR CONTRIBUTION

All authors contributed equally to this study.

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