

**MOTHERS' PERCEPTIONS IN CHOOSING BABY MASSAGE
SERVICES FOR INFANTS AGED 3–6 MONTHS IN SEI PADANG,
MEDAN BARU DISTRICT**

ABSTRACT

Background: Baby massage is one of the stimulation methods that can support infants' growth and development. In choosing a baby massage service, mothers consider various factors, including personal experience, information obtained, and the quality of services provided. Mothers' perceptions of baby massage services play an important role in influencing their decisions to choose services that are considered safe, comfortable, and appropriate for their infants. **Objective:** This study aimed to explore mothers' perceptions in choosing baby massage services for infants aged 3–6 months in Sei Padang, Medan Baru District. **Methods:** This study employed a qualitative research design using a case study approach. The participants consisted of ten mothers who had infants aged 3–6 months and had previously used baby massage services. Data were collected through in-depth interviews using an interview guide and were analyzed descriptively through data reduction, data presentation, and conclusion drawing. **Results:** The findings showed that mothers generally had positive perceptions regarding the selection of baby massage services. Their decisions were influenced by the perceived benefits experienced by their infants after receiving baby massage, including better sleep quality, increased relaxation, reduced fussiness, and improved appetite. In addition, service quality, the friendliness of healthcare providers, cleanliness of the facilities, recommendations from family members or relatives, information obtained through social media, as well as convenience, safety, and accessibility of the service location were important factors influencing mothers' choices. **Conclusion:** Mothers' perceptions in choosing baby massage services were influenced by a combination of personal experiences, service quality, and information obtained from various sources. These factors contributed to mothers' confidence in selecting baby massage services that were considered safe, comfortable, and suitable for their infants' needs.

Keywords: mothers' perception; baby massage; service selection; service quality.

PERSEPSI IBU DALAM PEMILIHAN TEMPAT PIJAT BAYI USIA 3-6 BULAN DI LINGKUNGAN SEI PADANG, KECAMATAN MEDAN BARU

ABSTRAK

Latar Belakang: Pijat bayi merupakan salah satu bentuk stimulasi yang bermanfaat untuk mendukung pertumbuhan dan perkembangan bayi. Dalam memilih tempat pijat bayi, ibu memiliki berbagai pertimbangan yang dipengaruhi oleh pengalaman, informasi, serta kualitas pelayanan yang diterima. Persepsi ibu terhadap tempat pijat bayi menjadi faktor penting karena dapat memengaruhi keputusan dalam memilih layanan yang dianggap aman dan sesuai bagi bayinya. **Tujuan:** Penelitian ini bertujuan untuk mengetahui persepsi ibu dalam pemilihan tempat untuk melakukan pijat bayi usia 3–6 bulan di Lingkungan Sei Padang, Kecamatan Medan Baru. **Metode:** Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Informan penelitian berjumlah 10 orang ibu yang memiliki bayi usia 3–6 bulan dan pernah menggunakan layanan pijat bayi. Data dikumpulkan melalui wawancara mendalam menggunakan pedoman wawancara, kemudian dianalisis secara deskriptif melalui proses reduksi data, penyajian data, dan penarikan kesimpulan. **Hasil:** Hasil penelitian menunjukkan bahwa persepsi ibu terhadap pemilihan tempat pijat bayi cenderung positif. Keputusan ibu dipengaruhi oleh manfaat yang dirasakan setelah bayi menjalani pijat, seperti tidur lebih nyenyak, lebih rileks, tidak mudah rewel, dan meningkatnya nafsu makan. Selain itu, kualitas pelayanan, keramahan tenaga kesehatan, kebersihan fasilitas, rekomendasi dari keluarga atau kerabat, informasi melalui media sosial, serta kenyamanan, keamanan, dan kemudahan akses menuju lokasi pelayanan turut menjadi pertimbangan dalam memilih tempat pijat bayi. **Kesimpulan:** Persepsi ibu dalam memilih tempat pijat bayi dipengaruhi oleh kombinasi pengalaman pribadi, kualitas pelayanan, serta sumber informasi yang diperoleh. Faktor-faktor tersebut membentuk kepercayaan ibu dalam menentukan layanan pijat bayi yang dianggap aman, nyaman, dan sesuai dengan kebutuhan bayinya.

Kata kunci: persepsi ibu; pijat bayi; pemilihan tempat; kualitas pelayanan.