

THE MODEL OF MOTHERS' BEHAVIOR WHO PARTICIPATE IN "BINA KELUARGA BALITA" PROGRAM IN SULAWESI, INDONESIA

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ABSTRACT. The high mortality rate of toddler in Parigi Moutong Regency of Central Sulawesi and Sinjai Regency of South Sulawesi province is one of the problems that caused the attention to conduct this study. This study aims to reveal the role of attitudes, subjective norms, and perceived behavioral control in predicting and explaining the intentions and behavior of mothers in those areas who have toddlers to participate in the Toddlers Development Program through the implementation of the Theory of Planned Behavior (TPB). This study used an exploratory sequential design involving 300 respondents obtained through purposive sampling. The data is collected using a questionnaire which was analyzed using SEM analysis with the help of IBM SPSS AMOS 23. The results showed that TPB model which was developed in explaining and predicting the mothers behavior who have toddlers in those areas in participating of the BKB program is as expected. The behavior of participating program is significantly influenced by the intention to participate in the BKB program. The intention to participate in the BKB program was significantly influenced by: attitudes towards participation in the BKB program, subjective norms regarding participation in the BKB program, and perceived behavioral control towards participation in the BKB program. The variable that contributes the most to influence the intention to participate in the program is the attitude towards participation in the BKB program. Limitations of this study is uncovered as well.

Key words: Theory of Planned Behavior; The Toddler Family Development Program; Attitude; Subjective Norms; Perceived Behavioral Control

MODEL PERILAKU IBU-IBU PESERTA PROGRAM "BINA KELUARGA BALITA" DI SULAWESI, INDONESIA

ABSTRAK. Tingginya angka kematian anak balita di Kabupaten Parigi Moutong Provinsi Sulawesi Tengah dan Kabupaten Sinjai Provinsi Sulawesi Selatan merupakan salah satu masalah yang menarik perhatian peneliti untuk melakukan studi ini. Oleh karena itu, penelitian ini bertujuan untuk mengungkap peran sikap, norma subyektif, dan kontrol keperilakuan yang dirasakan dalam memprediksi dan menjelaskan niat serta perilaku ibu-ibu di Kabupaten Parigi Moutong Sulawesi Tengah dan Kabupaten Sinjai Sulawesi Selatan yang memiliki balita untuk ikut dalam program Bina Keluarga Balita (BKB) melalui penerapan model Theory of Planned Behavior (TPB). Lebih lanjut, penelitian ini menggunakan desain sekuensial exploratory yang melibatkan 300 responden sebagai anggota sampel. Teknik penarikannya menggunakan penyampelan purposive. Kuesioner digunakan untuk mengumpulkan data yang selanjutnya dianalisis dengan menggunakan bantuan aplikasi IBM SPSS AMOS 23. Hasil penelitian ini menunjukkan bahwa model TPB yang dikembangkan mampu menjelaskan dan memprediksi perilaku ibu-ibu yang memiliki anak balita di dua kabupaten tersebut dalam mengikuti program BKB. Semua hipotesis yang diajukan dalam penelitian ini terdukung. Hal ini dapat dilihat dari hasil penelitian yang menunjukkan bahwa perilaku ibu-ibu yang mengikuti program BKB secara signifikan dipengaruhi oleh niat mengikuti program tersebut. Niat mengikuti program BKB secara signifikan dipengaruhi oleh sikap terhadap keikutsertaannya dalam program tersebut, norma subyektif mengenai keikutsertaan dalam program BKB, dan kontrol keperilakuan yang dirasakan terhadap keikutsertaan dalam program BKB. Variabel yang paling mempengaruhi niat mengikuti program BKB adalah sikap terhadap keikutsertaan dalam program BKB. Keterbatasan dalam penelitian juga diungkap dalam studi ini.

Key words: Theory of Planned Behavior; Bina Keluarga Balita; Sikap; Norma Subyektif; Kontrol perilaku yang dirasakan

INTRODUCTION

One of the nine points of the Jokowi-Jk Nawa Cita Program is to improve the quality of life of Indonesian people through creating healthy Indonesian family program (Peraturan Menteri Kesehatan Republik Indonesia No. 12/2017, 2017)(Peraturan Menteri Kesehatan Republik Indonesia No. 12/2017, 2017). This program is carried out through three main pillars, namely: changing the perspective on health

or a healthy paradigm, improving health services, and building national health insurance. The forms of health services provided are medical services, medical support services, medical rehabilitation and nursing services, including maternal and child health services.

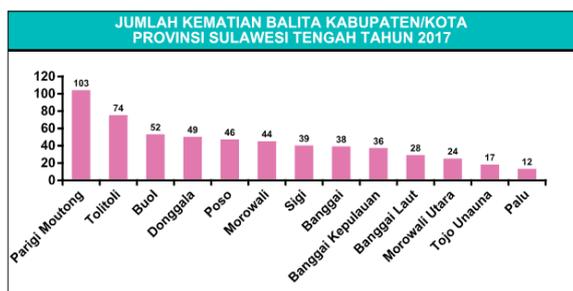
The impact of the implementation of this program, especially maternal and child health services, has given good results by reducing the mortality rate of under-five children who experience stunting. As stated by the Deputy for Human, Community and Cultural

Development, Ministry of National Development Planning (Kementerian Perencanaan Pembangunan) Subandi, that improving public health and nutrition services is a priority program with several targets to be achieved in 2019 (Ministry of Health of Indonesia, 2018).

Based on the results of a survey conducted by the National Population and Family Planning Agency or Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN), the infant and under-five mortality rate has decreased. This is known based on the results of the Indonesian Demographic and Health Survey (IDHS) conducted in 2017 by the BKKBN, the Central Statistics Agency or Badan Pusat Statistik (BPS), and the Ministry of Health (Anastasia, 2018; Novianto, 2018). The results show that in 2012 the under-five mortality rate was 36 per 1000 births (Anastasia, 2018; Novianto, 2018).

However, in 2017 it decreased in the range of 32 per 1000 live births (Anastasia, 2018; Novianto, 2018). This result is a good achievement in reducing the under-five mortality rate in Indonesia, said Sigit Priohutomo, Task Executor of the BKKBN.

However, this phenomenon is not in accordance with the situation and conditions in the Provinces of Central Sulawesi and South Sulawesi, which are still experiencing high infant mortality rates. The Toddler Mortality Rate or Angka Kematian Balita (AKABA) is the number of under-five deaths divided by the total population of children under-five in the middle of the year multiplied by 1000. Based on data from the Public Health Office (Dinas Kesehatan) of Central Sulawesi Province, the highest number of under-five deaths is in Parigi Moutong Regency with 10 cases, followed by Banggai Regency with 5 cases and Poso Regency with 4 cases, while Morowali, North Morowali, Tojo Unauna and Donggala districts had no deaths. See Figure 1.



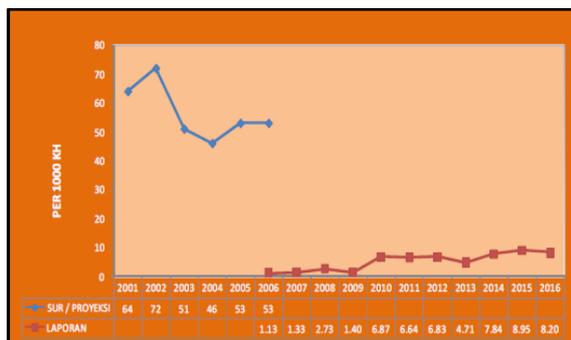
Source: Public Health Development, Public Health Office of Central Sulawesi, 2017

Figure 1. Number of Toddlers Death in Central Sulawesi Province

The similar thing happened in South Sulawesi Province. Dammar (2018) stated that South Sulawesi Province was included in the top 10 list of provinces

contributing to the AKABA mortality rate in Indonesia in 2017. Furthermore, according to the results of the 2001's National Socio-Economic Survey (Survey Sosial Ekonomi Nasional/ SUSENAS), AKABA is estimated at 64 per 1,000 live births (Public Health Office of Central Sulawesi Province, 2017). However, the results of the 2002-2003 IDHS showed that the AKABA in South Sulawesi reached 72 per 1,000 live births and decreased to 53 per 1,000 live births according to the 2007 IDHS (Public Health Office of Central Sulawesi Province, 2017). The number of under-five deaths reported by the Regency/City Public Health Office in South Sulawesi in 2010 was 6.87% per 1000 KH (Public Health Office of Central Sulawesi Province, 2017).

Based on the results of the 2015 health profile data collection, the number of under-five deaths reported was 1,343 or 8.95 per 1,000 live births, with the highest number was in Sinjai Regency with 77 cases, Makassar City with 57 cases, Enrekang Regency with 52 cases, Bantaeng Regency with 2 cases and Parepare City with 3 cases, and the lowest was in Bulukumba Regency because there were no cases of under-five mortality (Public Health Office of South Sulawesi, 2017, pp.56-57). See Figure 2.



(Source: National Socio-Economic Survey/SUSENAS, Indonesian Nursing Diagnosis Standards/SDKI 2007, and Health Profile of Regency/City 2016)

Figure 2. The Mortality Rate of Toddlers in South Sulawesi Province

Based on the description, AKABA in Central Sulawesi Province and South Sulawesi Province is still relatively high even though the implementation of the Nawa Cita Program through efforts to change the perspective on health has been carried out. In relation to the implementation of the Nawa Cita Program, especially in Central Sulawesi, the efforts that have been made by the Public Health Office through the Family Health Section (Seksi Kesehatan Keluarga) as the program section that oversees the health of under-five have carried out activities that are expected to be able to make a significant contribution, namely eradicating and controlling diseases through an approach of Integrated Management of Sick

Under-Five or Manajemen Terpadu Balita Sakit (Public Health Office of Central Sulawesi Province, 2017).

For the Province of South Sulawesi, a local regulation has been ratified, namely Peraturan Daerah (PERDA) No. 6 of 2010 concerning Exclusive Breastfeeding (Public Health Office of Central Sulawesi Province, 2017). This PERDA can be a solution to improve the nutritional status of under-five, because this PERDA is a legal instrument that will increase the coverage of exclusive breastfeeding and also control the circulation and the usage of formula milk as a substitute for breast milk (Public Health Office of Central Sulawesi Province, 2017). This is considered as the main form of health service in the scope of South Sulawesi Province (Public Health Office of Central Sulawesi Province, 2017). Therefore, the implementation of the Nawa Cita Program must continue to be carried out to reduce AKABA in Central Sulawesi Province, especially in Parigi Moutong Regency and South Sulawesi Province, especially in Sinjai Regency.

Based on interviews involving two officials from the Public Health Office of Central Sulawesi and South Sulawesi, it is clear that two people who are one of the stakeholders in the regional government of Central Sulawesi and South Sulawesi have positive perceptions and attitudes towards the implementation of BKB as a program to suppress the growth rate of AKABA in the region. However, based on initial interviews with women in Parigi Moutong Regency and Sinjai Regency, it shows that they do not yet have positive attitudes towards participation in BKB which is generally due to a lack of knowledge about the program.

Therefore, based the interview, one of the efforts that the Central Sulawesi Provincial Government and South Sulawesi Provincial Government can take to reduce AKABA is through the formation of attitudes, intentions, and behaviors of mothers with under-five. The formation of attitudes, intentions, and behaviors of mothers with under-five can be done by encouraging them to participate in the BKB program.

The Toddler Family Development Program (BKB) is a program initiated by the government in the context of fostering families to realize optimal growth and development of children under-five (Fauziah et al., 2014). The BKB is an integral part of national program to realize a true Indonesian human being. The program is coordinated by the Office of the Minister for Women's Roles (Kantor Menteri Urusan Peranan Wanita), under the responsibility of BKKBN and it has received assistance from UNICEF (Fauziah et al., 2014). The purpose of the

BKB program is to increase the knowledge, skills, and attitudes of parents, especially mothers and family members in nurturing and educating their under-five so that they become a true Indonesian human beings (Fauziah et al., 2014).

This research belongs to the category of behavioral research related to health, and is based on social psychological theory in understanding, explaining, and predicting human behavior. According to Parkerson et al. (1993) cited by Glanz et al. (2008) that in general, health-related behavior is defined as individual, group, and organizational actions, which have causes, correlations, and consequences, related to social change, policy implementation and development, skills development, and quality of life improvement.

One of the theoretical models (social cognition model) that has been used by researchers in explaining health-related behavior is the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1988; Ajzen & Madden, 1986; Schifter & Ajzen, 1985). Therefore, the phenomenon regarding the formation of attitudes, intentions, and behaviors of mothers with children under-five to participate in BKB program can be understood, explained, and predicted using this theory. Thus, this study applies the Theory of Planned Behavior (TPB) model in understanding, explaining, and predicting the intentions and behavior of mothers who have under-five to take part in the BKB program in Parigi Moutong Regency, Central Sulawesi, and Sinjai Regency, South Sulawesi.

However, in its development, this theoretical model has limitations, one of which is related to the consistency of one variable in predicting behavioral intentions (Bagozzi et al., 2000). This variable is subjective norm (Bagozzi et al., 2000). This is supported by a number of studies that applies Theory of Reasoned Action (TRA) in explaining and predicting health-related behavior (Frishman, 2008; Martinasek, 2011; K. E. Thompson et al., 1994; N. Thompson & Thompson, 1996) and studies that apply TPB in explaining and predicting health-related behaviors (Andrykowski et al., 2006; Davies, 2008; Jing, 2009; Zychowicz & Pilska, 2006), which show that subjective norms fail to explain and predict individual intentions to behave.

Those studies do not explain the situations and conditions that cause subjective norms to fail to explain and predict behavioral intentions. This failure is shown that so far, the measurement of subjective norms is only based on one type of norm that is often used in explaining and predicting behavioral intentions, namely injunctive norms. Therefore, through this study, it is hoped that subjective norms

can explain and predict the intentions of mothers who have children under-five to join the BKB program so that they have good consistency like other variables, namely attitudes and perceived behavioral controls in predicting behavioral intentions.

Thus, the purpose of this study is to reveal the role of attitudes, subjective norms, and perceived behavioral control in predicting and explaining the intentions and behavior of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi and Sinjai Regency, South Sulawesi to participate in the BKB program through the implementation of Theory of Planned Behavior (TPB) model.

TPB begins by looking at behavioral intentions as the closest antecedent of behavior. It is believed that the stronger a person's intention to perform a certain behavior, the more successful he is expected to be in doing it. Attitude is considered as the first antecedent of behavioral intention. Attitude is a positive or negative belief to display a certain behavior (Ajzen, 2012; Fishbein & Ajzen, 2010). Attitudes are determined by individual beliefs about the consequences of displaying a behavior (behavioral beliefs) based on the results of an evaluation of the consequences (outcome evaluation).

Subjective norms are assumed to be a function of beliefs that a person specifically agrees or disagrees with, to display a behavior. The TPB states that an individual's subjective norm is determined by the multiplication function of a person's normative beliefs, namely the expectations of a reference group felt or perceived by a particular individual or group and his motivation to comply with these expectations. However, behavioral intentions are not only determined by subjective attitudes and norms, but also by individual control over the behavior displayed. This is because it relates to the availability of supporting factors to display certain behaviors. Individual perceived behavioral control is a function of belief control and perceived facilitation (Ajzen, 2012; D. K. C. Chan et al., 2015; L. Chan & Bishop, 2013; Fishbein & Ajzen, 2010).

Behavioral intentions are conscious plans or individual motivations to perform certain behaviors (Ajzen, 1988, 2005; Fishbein & Ajzen, 1975). Intention can be viewed as the best predictor of behavior. Intention is an individual's conscious decision to perform a behavior. Attitude toward behavior is defined as positive or negative feelings (evaluation of affection) about the behavior to be displayed (Fishbein & Ajzen, 1975). The emergence

of these feelings begins with the presence of stimuli that refer to a behavior. Attitude is considered as the first antecedent of behavioral intention. Attitudes are positive or negative beliefs to display certain behaviors (Ajzen, 2001; Eagly & Chaiken, 1993; Fishbein & Ajzen, 1975).

Subjective norm is an individual's perception of the views of others who are considered important, that the important person agrees or disagrees with himself to display the desired behavior (Fishbein & Ajzen, 1975). Subjective norms are perceived social pressures to display certain behaviors. Subjective norms are the expectations of the reference group for individuals to display certain behaviors. Perceived behavioral control is an individual's perception of the ease or difficulty of carrying out behavior in accordance with his interests. If the behavior is not under fully conscious control, then the individual must have the necessary resources and opportunities to perform the behavior (Ajzen, 1988, 2005; Ajzen & Madden, 1986; Eagly & Chaiken, 1993). Perceptions about the availability of resources owned will affect the intention to behave, as well as the success of the behavior displayed. In addition to resources, there are other factors that can be taken into consideration, namely: opportunities/ opportunities and skills possessed. TPB has been successfully applied in a variety of situations that predict intentions and behavior. Thus, the hypotheses to be tested in this study are:

- H1: The attitude of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi and Sinjai Regency, South Sulawesi towards participation in the BKB program has a positive effect on their intention to join the program.
- H2: The subjective norm of mothers with toddlers in Parigi Moutong Regency, Central Sulawesi and Sinjai Regency, South Sulawesi regarding participation in the BKB program has a positive effect on intention to join the program.
- H3: The behavioral control of mothers with toddlers in Parigi Moutong Regency, Central Sulawesi and Sinjai Regency, South Sulawesi, on participation in the BKB program has a positive effect on intention to join the program.
- H4: The intentions of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi and Sinjai Regency, South Sulawesi have a positive effect on their participation in the BKB program. Based on the description of the theoretical background and the development of hypotheses, the model in this study is as follows:

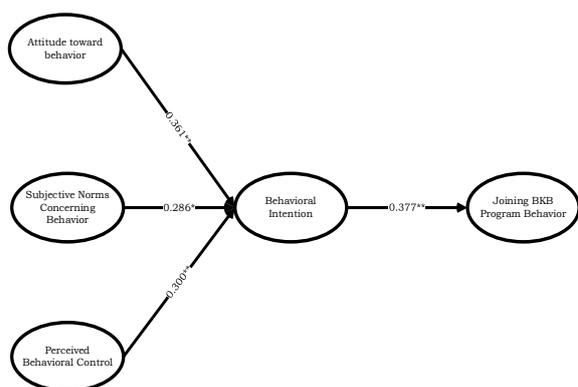


Figure 3. Theoretical Model

METHOD

This research consists of two stages, namely: the qualitative stage and the quantitative stage. At the qualitative stage, the author conducted interviews with 25 key informants (Godin & Kok, 1996; Seale, 1999) to find out the basic beliefs that stood out in themselves related to participation in the BKB program. The key informants are 10 people in the Sinjai Regency, South Sulawesi, and 15 people in the Parigi Moutong Regency, Central Sulawesi. The beliefs chosen by at least 10 percent of respondents were used as the basis for the preparation of the questionnaire (attitudes, subjective norms, and perceived behavioral control) (Ajzen & Fishbein, 1980; Fishbein & Middlestadt, 1995).

Stage two is a quantitative stage. At this stage, the authors compiled a questionnaire based on the results of interviews with 25 key informants. After the validity and reliability results obtained meet the authors' expectations, the authors then measure the effect of the attitude variables, subjective norms, and perceived behavioral control on the intentions and behavior of mothers who have children under-five.

In this study, the determination of the sample size is non-probability, due to the population of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi, and Sinjai Regency, South Sulawesi is not known certainly. In this study, because the formula for determining the sample size cannot be used for non-probability samples, the determination of the non-probability sample size is usually based on the subjectivity of the researcher or comparisons with previous studies (Hair et al., 2010). In this study, the researcher determined the sample size based on a comparison with previous studies regarding the relationship between intention and behavior based on TRA. Based on the study, the minimum sample size was 34 and the maximum was 1009 (Sheppard et al., 1988). Based on previous studies using TPB, the minimum sample size is 53 and the maximum is 1194 (Sihombing, 2004, pp.

150). In addition to being based on the comparison of previous studies, the determination of the sample size in this study is closely related to the use of SEM as an analytical tool. There are no clear directions for determining the proper sample size when using SEM. However, Hulland et al. (1996) stated that the sample size is sufficient to use SEM, ranging from 100-200 samples. Hair et al. (2010) stated that the minimum sample size used in SEM is 100 with a number of constructs of five or less. According to Aaker et al. (2007) that the larger the sample size used, the better the research results will be because it will reduce the sampling error. Thus, the sample size in this study was 400 respondents using purposive sampling technique. This study uses measurement indicators derived from previous studies developed by Ajzen (2012); Ajzen & Klobas (2013); Cialdini et al. (1990); Fishbein & Ajzen (2010) for constructs of attitudes, norms subjective, and perceived behavioral control. All behavioral predictor constructs (attitudes, subjective norms, behavioral control, and intentions) were measured with an interval scale, namely: 1 = strongly disagree to 5 = strongly agree. Behavioral constructs were measured using a semantic differential scale, namely: No : 1 : 2 : 3 : 4 : 5 : Yes

RESULTS AND DISCUSSION

The number of questionnaires that were first distributed was 400. However, at this stage, 100 questionnaires were not used, because the questionnaires filled out by respondents were incomplete. Therefore, the research team only managed to retrieve 300 questionnaires. Thus, the questionnaire that deserves further analysis is 300.

Table 1. Characteristics of Respondents

Variable	Category	Amount	Percentage
Age	21-25 y.o	105	35
	26-35 y.o	120	40
	36-40 y.o	75	25
Child's gender	Male	175	58,33
	Female	125	41,67
Child's age	1-3 y.o	200	66,67
	4-5 y.o	100	33,33
Child's weight	< 10 kg	0	0
	10 – 15 kg	85	28,34
	16 – 20 kg	175	58,33
	> 20 kg	40	13,33
Occupation	Housewives	155	51,67
	Civil Aparatus	45	15
	Others	100	33,33
Level of education	Elementary	57	19
	Junior HS	70	23,34
	Senior HS	100	33,33
	Bachelors	73	24,33

Monthly expenses (Rp)	<1.000.000	100	33,34
	1.000.000 - 2.500.000	112	37,33
	2.500.000 - 5.000.000	88	29,33
	5.000.000 - 10.000.000	0	0
	>10.000.000	0	0

(Source: Research Data, 2021)

Based on Table 1, it can be concluded that this study was dominated by mothers aged 26 – 35 years. Broadly speaking, the children under-five in this study were dominated by male. Furthermore, in terms of age, it is dominated by those aged 1 – 3 years, and most of them weighed 16 kg – 20 kg. The mothers involved in this study were mostly housewives, and most of them had a senior high school education level. Based on monthly expenses, the mothers who had children under-five in this study mostly had expenses of Rp. 1,000,001 – Rp. 2,500,000 per month.

Table 2 shows the results of validity and reliability test. The results show that the discriminant validity for each construct is good. This can be seen from the value of the loading factor for the measurement of each construct that has met the minimum level (0.3) and is considered good and is in accordance with the rule of thumbs (Hair et al., 2010). Based on the results shown in Table 2, it can also be concluded that the validity of the convergence and internal consistency of measurements in this study is good. This is indicated by the AVE value for each construct which is above 0.5. It indicates that the convergence validity for each construct is good. Similarly, the Cronbach alpha and Composite Reliability values for each construct in this study are considered good. However, Baumgartner & Homburg (1996); Hulland et al. (1996); Salisbury et al. (2002) stated that Composite Reliability is considered better in estimating the internal consistency of a construct. Based on Table 2, the Composite Reliability value for each construct in this study is above 0.6.

Table 2. Validity and Reliability Test Results

Construct (Cronbach's Alpha)	Indicator	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability
Attitude towards behavior (0,750)	att1	0,664	0,526	0,814
	att2	0,756		
	att3	0,657		
	att4	0,812		
Subjective norms (0,546)	sn1	0,669	0,615	0,803
	sn2	0,862		
	sn3	0,639		
	sn4	0,662		

Perceived Behavioral Control (0,803)	pbc1	0,557	0,537	0,779
	pbc2	0,758		
	pbc3	0,824		
	pbc4	0,582		
Intention to behave (0,794)	i1	0,725	0,527	0,816
	i2	0,793		
	i3	0,687		
	i4	0,695		
Behavior (0,526)	per1	0,765	0,560	0,717
	per2	0,730		

(Source: Research Data, 2021)

In this study, the structural model testing was carried out using two-stage approach proposed by Anderson & Gerbing (1988); Purwanto (2002) According to Hair et al. (2010), two-step approach is used to: (1) overcome the problem of small data sample, when compared to the number of items used in the instrument, (2) achieve the best indicator reliability, which aims to avoid interaction of measurement models and structural models.

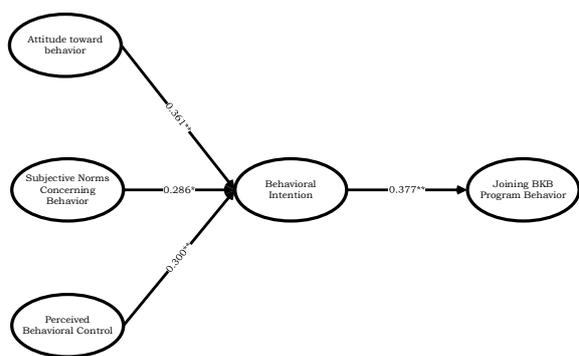
Table 3 shows the error term (ϵ), lambda term (λ), and standard deviation values (σ) for each construct in the research model. Those coefficients are measurements model that must be analyzed first to ensure the achievement of good inputs for further analysis and to obtain good coefficients before being used in the structural model in testing the hypothesized construct relationships.

Table 3. Error Term (ϵ), Lambda Term (λ), and Standard Deviation Values (σ) for each construct

Construct	Standard Deviation	Error term	Lambda term
Attitude	2,489763	5,927407	0,521069
Subjective Norms	1,413062	1,942931	0,231975
PBC	3,245180	0,916174	0,784233
Intention	0,552175	0,091488	0,461962
Behavior	0,425747	0,102966	0,279812

(Source: Research Data, 2021)

In this study, structural model testing was conducted to predict causality effect between latent variables. Structural model testing in this study basically aims to reveal the validity of the theoretical model built in this study through testing research hypotheses (Hair et al., 2010). Furthermore, the structural model testing was carried out by evaluating the path coefficient value and the t-statistic value or the Critical Ratio (CR) value for the significance test between constructs in the structural model (Anderson & Gerbing, 1988; Hair et al., 2010).



Note: *significant at $p < 0,05$; ** significant at $p < 0,001$

Figure 4. Behavioral Model of Participation in BKB Program

Table 4 shows the result of Goodness of Fit test of the empirical main model, while Table 5 is the result of SEM estimation and hypothesis testing. Based on table 4, it can be said that the goodness of fit of the main model is considered good. Table 5 shows that there are four supported hypotheses because the Critical Ratio (CR) or t statistic is significant, and has a direction that is in accordance with the hypothesis, namely the positive direction. Based on Table 5, all the hypotheses proposed in this study have a CR value of more than 1.96. The recommended CR value in SEM analysis to show a good level of significance is more than 1.96 (Amoli & Farhoomand, 2008; Hair et al., 2010; Hu & Bentler, 1999; Marsh & Hocevar, 1985)

Table 4. Empirical Main Model's Goodness of Fit

Type of goodness of fit	Index of goodness of fit	Recommended Value	Result	Remark
Absolute fit measures	Chi square statistic (χ^2 or CMIN)	Small	17,277	Good
	P	$\geq 0,05$	0,130	Good
	GFI	$\geq 0,90$	0,961	Good
	RMSEA	$\leq 0,08$	0,067	Good
	Normed χ^2 (CMIN/DF)	$2 \leq \text{Normed } \chi^2 \leq 5$	2,660	Good
Incremental fit measures	CFI	$\geq 0,94$	0,939	Good
Parsimonius fit measures	AGFI	$\geq 0,90$	0,963	Good

(Source: Research Data, 2021)

Table 5. Estimated SEM and Hypotesis Testing Results

	Estimated Parameter, Standardized Regression Coefficient	Critical Ratio (CR) = t	Direction	Decision
H ₁	0,364	3,949	Positive	Supported
H ₂	0,211	2,723	Positive	Supported
H ₃	0,271	2,840	Positive	Supported
H ₄	0,682	4,409	Positive	Supported

(Source: Research Data, 2021)

The results of this study indicate that the TPB model developed in understanding, explaining, and predicting the behavior of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in participating in the BKB program is as expected. The behavior of participating in the BKB program is significantly influenced by the intention to participate in the BKB program. The behavior of participating in the BKB program could be explained by the intention to join BKB program by 21 percent ($R^2 = 0.21$). Intention to participate in the BKB program was significantly influenced by attitudes towards participation in the BKB program, subjective norms regarding participation in the BKB program, and perceived behavioral control towards participation in the BKB program. Intention to participate in the BKB program can be explained by attitude towards participation in the BKB program, subjective norms regarding participation in the BKB program, and perceived behavioral control regarding participation in the BKB program by 40 percent ($R^2 = 0.40$). The variable that has the biggest influence on the intention to participate in the BKB program is the attitude towards participation in the BKB program by 34.6 percent. This shows that the TPB (Ajzen, 1988; Ajzen & Madden, 1986; Schifter & Ajzen, 1985) which is the theoretical basis in this study is able to understand, explain, and predict the behavior of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in participating in the BKB program.

TPB proposed by Ajzen (1988); Ajzen & Madden (1986); Schifter & Ajzen (1985) is a further development of TRA proposed by Fishbein & Ajzen, (1975). In TPB, whether or not a behavior is carried out is not only determined by subjective attitudes and norms, but also by perceived behavioral control that originates from belief in the control.

The TPB proposed by Ajzen (1988); Ajzen & Madden (1986); Schifter & Ajzen (1985) was used as the basis for the formation of behavioral models of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in participating in the BKB program, and is considered to be able to reveal things related to attitudes, subjective norms, perceived behavioral control, and behavioral intentions as predictors of shown behavior. In this study, the development of TPB was carried out by measuring normative beliefs that included injunctive norms and descriptive norms as forming subjective norms, so that the ability of subjective norms to

explain and predict behavioral intentions was getting better.

Hypothesis 1 states that the positive attitude of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in participating in the BKB program, affects their intention to participate in the BKB program. The results of data analysis show a significant CR value (CR = 3.949) and a standardized estimation value of 0.302 (see Table 5). The table shows that attitudes towards participation in the BKB program have a positive influence on the intention to participate in the BKB program.

In other words, the more positive the attitude of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards participation in the BKB program, the more their intention to participate in the program will be. Thus, the existence of a significant relationship between attitudes and intentions can be caused by the use of appropriate belief items.

Behavioral beliefs items in this research questionnaire are able to reveal the beliefs of mothers who have children under-five related to participation in the BKB program. In accordance with what is stated by Ajzen (1988); Ajzen & Madden (1986); Schifter & Ajzen (1985) that the use of appropriate behavioral belief items can explain the relationship between attitudes and behavioral intentions.

It has been explained previously that the advantages of the TPB model in understanding, explaining, and predicting human behavior lies in the ability to identify basic beliefs that stand out in individuals as a reference for showing certain behaviors (Armitage & Conner, 2000; Conner & Armitage, 1998). Attitude towards behavior is formed by behavioral beliefs and evaluations of behavioral outcomes. Behavioral belief is one of the salient modal beliefs that form attitude towards behavior.

The results of this study support Fredricks & Dossett (1983) regarding behavior related to student attendance in class. They found that when attitudes are formed by behavioral beliefs, the ability of attitudes to explain and predict behavioral intentions is getting better. This is indicated by an increase in the variance of behavioral intentions. Similarly, research conducted by Norman & Smith (1995) which states that the intention to exercise in the next six months, either desire or self-prediction, is influenced by attitudes towards behavior that are shaped by behavioral beliefs.

In accordance with the concept of the TPB model that humans are rational beings who systematically use information that is important to them whether to display certain behaviors or not. Humans will think about the implications of their actions before deciding to perform certain behaviors (Ajzen, 1991; Fishbein & Ajzen, 1975). Therefore, the participation behavior of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in the BKB program has been consciously intended to lead to the expected results. Intention to participate in the BKB program is influenced by their attitude towards participation in the BKB program which is shaped by their belief in the benefits they will receive from the program.

Hypothesis 2 states that the subjective norms of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in the BKB program, has a positive effect on their intention to participate in the BKB program. The results of data analysis show a significant CR value (CR = 2.723) and a standardized estimation value of 0.211 (see Table 5). The table shows that subjective norms regarding participation in the BKB program have a positive influence on the intention to participate in the BKB program. In other words, the more positive the subjective norms of mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in the BKB program, the higher their intention to participate in the BKB program.

The results of this study are in accordance with research conducted by Nolan et al. (2008). The results of the study stated that the beliefs that individuals feel about pro-energy conservation behavior by others are correlated with actual self-rated conservation behavior. In other words, that not only descriptive norms affect behavioral intentions, but conversely, injunctive norms also influence behavioral intentions.

Similarly, research conducted by Albarracín et al. (2004); Borsari & Carey (2003); Elek et al. (2006) showed that when injunctive norms and descriptive norms are combined to form normative beliefs in the TRA and TPB models, it will increase the predictive ability of subjective norms on behavioral intentions. According to these studies, Wiefferink et al. (2008) in his research on doping usage behavior among athletes found that social influence described through subjective norms, social support, and descriptive norms was able to explain and predict the intention to use doping. In their study, subjective norms were assessed and shaped by athletes' normative beliefs

about gym owners, instructors, and colleagues, so that subjective norms were able to explain and predict doping intentions.

Cialdini et al. (1990) stated that the injunctive norm determines the social value of a human behavior, while the descriptive norm provides information to the individual that the reference group behaves the same as himself. Similarly, the statement of Fredricks & Dossett (1983), that the ability of subjective norms to explain and predict behavioral intentions will be weak when the reference group that is considered important by the individual, is not directly involved in the behavior displayed by the individual.

Based on the discussion of the results of Hypothesis 2 testing, it can be concluded that mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province have the intention to participate in the BKB program when the mothers believe that their closest people (husband and fellow mothers) besides agreeing to participate in the BKB program, also participated in the same BKB program as himself. As stated by Fredricks & Dossett (1983) that the ability of subjective norms to explain and predict behavioral intentions will be weak when the reference group that is considered important by the individual, is not directly involved in the behavior shown by the individual.

Hypothesis 3 states that perceived behavioral control by mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province on participation in the BKB program, has a positive effect on their intention to participate in the BKB program. The results of data analysis show a significant CR value ($CR = 2.840$) and a standardized estimation value of 0.271 (see Table 5). This figure shows that the behavioral control perceived by mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards participation in the BKB program has a positive influence on intention to participate in the BKB program. The more positive the control that mothers of children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards participation in the BKB program, the greater their intention to participate in the program.

The results of this study are in accordance with the research conducted by Wiefferink et al. (2008). In their research that reveals social psychological factors regarding doping use among professional athletes, they use the concept of self-efficacy from SCT

proposed by Bandura (1991) which is considered to have the same meaning as perceived behavioral control in the TPB model.

In the study of Wiefferink et al. (2008), self-efficacy is based on the ability to deal with risky situations related to doping use, the ability to collect information about doping use, and the ability to build relationships with instructors in the gym. The results showed that the athlete's ability to deal with risky situations related to the use of doping had a positive and significant effect on the intention to use doping.

Lazuras et al. (2010) in his research stated that perceived behavioral control is a determinant of actual behavior because it is associated with unexpected factors, such as lack of resources. Furthermore, he stated that although a person has a strong intention to display a certain behavior, he will not necessarily behave that way when there are obstacles to displaying that behavior. The results showed that attitudes toward behavior and perceived behavioral control had the greatest and most significant influence on the intention to use doping.

Armitage & Conner (2001) state that perceived behavioral control is a multidimensional construct and must include internal and external control mechanisms. The internal control mechanism in question is the ability and skills possessed by individuals to display certain behaviors (Armitage & Conner, 2001). In this study, the internal control mechanism owned by mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province is their willingness to follow the schedule for implementing the BKB program.

External control mechanisms are the individual's ability to deal with social pressures to behave in a certain way and the individual's ability to display behavior when the opportunity arises (Armitage & Conner, 2001). In this study, the external control mechanism owned by mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province is the availability of a schedule for the implementation of the BKB program and the involvement of doctors in the implementation of the program.

In the TPB model which forms the basis of the main theory of this research, the behavioral control perceived by mothers with children under-five in Parigi Moutong District, Central Sulawesi Province and Sinjai District, South Sulawesi Province is based on control over their beliefs about whether they have access to the necessary resources and the opportunity to be able to participate in the BKB

program is weighed by the perceived strength or importance of each factor to facilitate or hinder him from participating in the BKB program.

These factors include internal control factors, such as information, personal deficiencies, skills, abilities, and emotions and external control factors, such as opportunities, dependence on others, and obstacles. As with other beliefs, perceived behavioral control assumes that a person only considers a limited number of controlling factors when considering performing a behavior.

Hypothesis 5 states that the intention of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province to participate in the BKB program, has a positive effect on their behavior in participating in the program. The results of data analysis show a significant CR value (CR = 4.409) and a standardized estimation value of 0.682 (see Table 5). The table shows that the intention of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province to participate in the BKB program has a positive effect on behavior related to their participation in the BKB program. The more positive the intentions of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards participation in the BKB program, the greater their behavior in participating in the program.

The results of this study are in accordance with several previous studies (Ajzen & Driver, 1992; Ajzen & Madden, 1986; Albarracin et al., 2004; Bastardo, 2001; Bentler & Speckart, 1979; Hagger et al., 2002; Schifter & Ajzen, 1985), which shows that behavioral intention is an individual's subjective assessment of the possibility of him/herself to perform certain behaviors. Furthermore, according to these researchers, behavioral intentions are assumed to include motivational factors that have an impact on actual behavior.

Ajzen (2002); Fishbein & Ajzen (1975, 2010) state that to obtain the power of intention in influencing actual behavior, we must pay attention to the principle of compatibility in measuring intentions and behavior. The principle of compatibility in question is the compatibility between intentions and actual behavior based on Target (T), Action (A), Time (T), and Context (C) Ajzen (2002); Fishbein & Ajzen (1975, 2010).

In this study, the target is the BKB program, the action is participating in the BKB program, the context is the posyandu activity, and the time is one

month before the "posyandu" activity. Thus, when compatibility between intentions and behavior is created, the possibility of the influence of intentions on actual behavior is getting bigger (Ajzen, 2002).

According to Ajzen (1991); Ajzen & Driver (1992); Ajzen & Madden (1986), intention is a function of beliefs (beliefs) and important information. According to these researchers, when individuals are sure to display a certain behavior, it will lead to a specific result. Thus, the stronger a person's intention to display a certain behavior, the greater the expectation of success in doing so (Ajzen, 1991; Ajzen & Driver, 1992; Ajzen & Madden, 1986).

Thus, based on the results of this study, mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province have the intention to take part in the BKB program one month ahead when there is a schedule for implementing posyandu activities in their respective regions. The intentions possessed by the community shape their behavior in participating in the program which has been consciously intended one month ahead when there is a posyandu activity.

The results of this study can show that, overall the variables in the TPB model (attitudes, subjective norms, perceived behavioral control) are able to explain and predict the intentions and behavior of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, Province South Sulawesi in participating in the BKB program. Furthermore, subjective norms variables formed by injunctive norms and descriptive norms are able to explain and predict mothers' intentions to participate in the BKB program.

CONCLUSION

Based on the results and discussion of the behavioral model of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province in participating in the Toddler Family Development (BKB) program, the following conclusions can be drawn. Firstly, the attitude of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards participation in BKB has a positive and significant effect on their intention to participate in the program. Secondly, the subjective norms of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and

Sinjai Regency, South Sulawesi Province related to participation in BKB has a positive and significant effect on their intention to join the program. Thirdly, the behavioral control variable of mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province on participation in BKB has a positive and significant effect on their intention to participate in the BKB program. Fourthly, attitude, subjective norms, and perceived behavioral control of mothers with children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province were able to explain and predict their intention to join the program. Likewise, the intentions of mothers who have children under-five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province are also able to explain and predict their behavior related to participation in the program. Thus, theoretically, basic beliefs that stand out are taken into consideration for individuals to display behavior. Through prominent basic beliefs, the concepts of attitude, subjective norms, and behavioral control are perceived in the TPB as detailed and explicit concepts. In other words, the firmness of the concept of attitude, subjective norms, and perceived behavioral control in the TPB model is able to explain and predict a person's tendency to behave, especially in health-related behavior as in this study. Overall, the TPB model is able to understand, explain, and predict the phenomenon of mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards their participation in the BKB program. This is based on the results of the model evaluation in absolute fit measures, incremental fit measures, and parsimonious fit measures, all of which are in the good category.

The results of this study are input for stakeholders in Indonesia, especially the government to understand the psychological factors that shape the intentions of mothers who have children under-five to join the BKB program throughout Indonesia. Furthermore, the results of this study can also be used as a guide for stakeholders to design intervention programs in shaping attitudes, subjective norms, and behavioral control of mothers throughout Indonesia who have children under-five to join the BKB program.

Further research should involve mothers who have children under five in all regions of Indonesia related to their participation in the BKB program so as to ensure the generalizability of the research results. Further research needs to be done with the development of other variables further in depth. It

aims to better understand the behavior of mothers who have children under-five in participating in the BKB program. Research should be carried out periodically, because changes in environmental conditions and situations will result in changes to the behavior of mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province towards their participation in the BKB program. In further research, it would be better to use variables that moderate the effect of attitude, subjective norms, and perceived behavioral control on the intentions of mothers who have children under five in Parigi Moutong Regency, Central Sulawesi Province and Sinjai Regency, South Sulawesi Province on their participation in the BKB program, as well as variables that moderate the effect of intention on behavior.

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