

**E-PROCEEDING HOTWEC 4.0**  
**RESEARCH TOWARDS IR 5.0**

**NURTURING  
HOSPITALITY,  
TOURISM AND  
WELLNESS WORLD**



**FHPK, UMK**

E-PROCEEDING

# RESEARCH TOWARDS IR 4.0

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# Factors Associated with Confinement Care Services Utilization Among Customers of Confinement Care Service in Johor

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## ABSTRACT

In Malaysia there are a number of traditional postpartum practices commonly practiced by new mothers. Postpartum care also known as confinement care. It is very important for mothers who have just given birth to improve health status and revert to pre-pregnancy state. The main objectives of this study is to determine the factors associated with confinement care service utilization among customers of confinement care in Johor. **Methods:** A quantitative research was conducted and a cross-sectional study was used as a study design. A total of 100 respondents involved in this study and convenience sampling was used as sampling method. An online self-administered questionnaire was used for data collection. The data was analyzed by using SPSS. Descriptive analysis, reliability test, and Binary Logistic Regression were performed for data analysis. **Results:** Majority of respondents were Malay, lived in urban area, having diploma or degree and married. Based on the Binary Logistic Regression analysis, belief ( $p < 0.05$ ) was significantly associated with postnatal massage service utilization. Findings of this study showed that there were no significant association between income level ( $p > 0.05$ ), education level ( $p > 0.05$ ), and family tradition ( $p > 0.05$ ) with postnatal massage service utilization. **Conclusion:** The significant associated factor of postnatal massage service utilization was belief, whereas, income level, education level and family tradition were not significantly associated with postnatal massage service utilization.

**Keywords:** Confinement Care Service Utilization, Income Level, Education Level, Self-Belief and Family Tradition

## INTRODUCTION

Postpartum care also known as confinement care is very important for mothers to obtain pre-pregnancy state and improve the health status (Fariza F. et al, 2016). Mothers will not only suffer external wounds but even after childbirth will also cause serious internal injuries if not taken care of properly. Postnatal care could be divided into two: home care and hospital care. Confinement care is referred to the traditional practice that is applied for mothers after birth. The purpose of confinement is to cure and regain energy and health within a particular period of time (Zuraidah et. al, 2017). These practices usually are performed by the experienced midwife or any centre that is provided with this type of service.

Period of confinement is referred to the duration that postpartum mothers were advised to practice the traditional postnatal practices such as postnatal massage, hot compress (*bertungku*), body wrapping (*barut*), herbal bath as well as practicing a specific postnatal diet (Zuraidah et. al, 2017). In Asia, the practice was adopted by different ethnicities, especially the Malays. According to past research, there are factor associated with confinement care practices. For example, previous study in Singapore found that, there was a difference in confinement care practices among the three ethnic Chinese, Malays, and Indians. Based on the study, the utilization of confinement care practices among ethnic Chinese was higher, 96.4%, followed by ethnic Malays

(92.4%) and Indians (85.6%). Based on this study, the difference in the practices of confinement care is influenced by two main factors that were education and income (Fok & Manager, 2016). Based on another study in Penang, among the main factors postpartum mothers practice traditional practices during their confinement period is self-belief which is 86.8% (Hishamshah et al., 2012). There are also influencing factors namely convenience and family pressure which each recorded the same percentage of 4.4% (Jamaludin, 2014).

Nowadays, confinement care services are offered widely by government hospitals and private confinement centres for mothers to have the opportunity to choose confinement care service providers. This study aimed to determine the association between income level, education level, self-belief, family tradition and confinement care services utilization among customers of confinement care service in Johor.

There were four objectives of this research:

1. To determine the association between income level and confinement care service utilization.
2. To determine the association between education level and confinement care service utilization.
3. To determine the association between self-belief and confinement care services and its utilization.
4. To determine the association between family tradition on confinement care services and its utilization.

### **Significance of the Study**

This study contributed to body knowledge on factors associated with confinement care service utilization. Moreover, this study also provides useful knowledge for future interventions or promotion of medical care. This useful knowledge can help healthcare providers like confinement care centre and hospitals improve the quality of their services in confinement care. It also can enhance the quality of service, for the mothers especially the working mothers.

## **LITERATURE REVIEW**

### **Traditional Confinement Care Practices**

In a rural community, a study was conducted in Penang, Malaysia, to determine the traditional confinement care practices among women who had given live births. All respondents (100%) practiced traditional confinement care and followed the same traditional confinement care practices in subsequent pregnancies as well as encourage the next generation the value of doing so (Hishamshah et al., 2012)

In the primary care setting, a recent local study was carried out among postpartum mothers in a primary care clinic in Selangor. The study aims to identify the prevalence and associated factors of the utilization of confinement care practices. Similar to previous studies, the prevalence of utilization of confinement care practices among respondents was high (Nik Yusof Fuad et al., 2020). Nik Yusof Fuad's study also found that more than half of the respondents chose to use

traditional confinement care, as good results from other traditional confinement care users were observed.

### **Income Level**

The level of income in the family is one of the main factors of confinement care services utilization. This is because an unstable income making it difficult for a postpartum mother to get this service. Based on the previous study in Singapore, one of the factors associated with confinement care practice is income level. Based on this study, for Chinese, the prevalence of respondents who have a higher income that is over \$6000 is 41.3%, for Malay is 23.8% and for Indian is 6.1% only (Fok & Manager, 2016).

### **Education Level**

The educational factor is potential factors that influence the postpartum mothers to utilize the confinement care services. As well as for the mother herself, husband and family's level of education can be the main reason for the postpartum mother to use the service. Also, based on previous research, the socio-demographic factors such as education level was significantly influences the women to implement confinement practices, for example, daily showering habits (Fok & Manager, 2016).

### **Self-Belief**

One of the potential factors that may influence confinement care practice utilization among Malays women is self-belief. This is because, based on the previous study in Kuantan, Pahang 2018, the main factor that influences respondents to do postpartum care practice was self-belief (80%) (Abdul Ghani & Salehudin, 2018). In another previous study in Penang, Malaysia showed the prevalence of self-belief factor influenced utilization of confinement care practice was high that is 86.8%. It shows that self-belief was the main factor for Malay women in Malaysia to utilize confinement care practices (Jamaludin et. al, 2014).

### **Family Tradition**

In a tertiary care setting, a local study was conducted in Kuantan, Pahang, to obtain an understanding of the confinement care practices among Malay women and found that the most significant influencing factors of confinement care practice was family tradition. The confinement care practice is still relevant and prevalent among Malay women community (Abdul Ghani & Salehudin, 2018).

### **Research Hypothesis**

In this study, there were four hypotheses related to identify the factors associated with confinement care services utilization among women in Johor.

H1: There is a significant association between income and confinement care services utilization.

H2: There is a significant association between the level of education and

confinement care services utilization.

H3: There is a significant association between self-belief and confinement care services utilization.

H4: There is a significant association between family tradition and confinement care services utilization.

### Research Framework

A research framework has been illustrated to investigate the association between income, level of education, self-belief and family traditions with confinement care services utilization among customer confinement care services in Johor. The independent variables are income, level educational, self-belief, and family tradition. The dependent variables confinement care services utilization which was referred to postnatal massage service utilization.

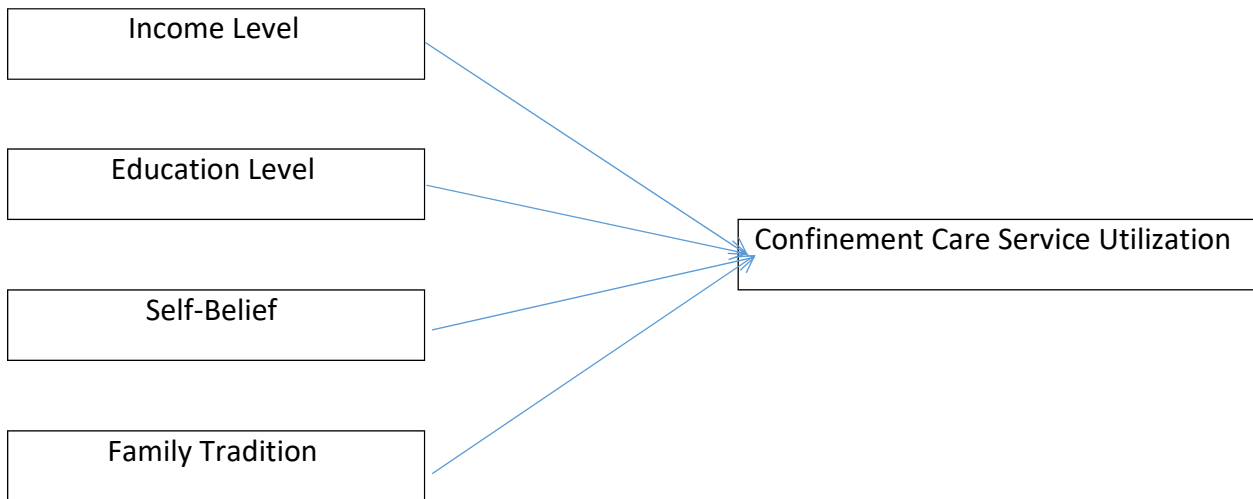


Figure 1: Research Framework of Confinement Care Services Utilization.

## METHODOLOGY

### Research Design

A quantitative method was conducted in this study. Cross-sectional study was used as study design.

## Sampling

A convenience sampling method has been used in this study. Convenience sampling is a non-probability to select respondents of this study. In achieving reliable and valid sample of this study, the researchers calculated the sampling using the Pocok's formula.

## Data Collection

Data was collected through online questionnaire. Google form was used as platform and the questionnaire was distributed to 100 women who used confinement care in Johor. The questionnaire is consisted of six sections, socio-demographic, confinement care service utilization, reasons for confinement care service utilization, self-belief, income level, and family tradition for part A, part B, C, D, E, and F respectively.

## Data Analysis

In this study, reliability tests, descriptive analysis, and Binary Logistic Regression were performed for data analysis. Data was analysed by using Binary Logistic Regression to find the relationship between variables. The latest Software Package for Social Science (SPSS) Statistic 26 was used as a tool during data analysis.

## FINDINGS

### Descriptive

The socio-demographic of respondents were shown in the Table 1.1. The average mean aged of respondents was 34.06 years old. The average mean income of respondents was RM5413.50. Majority of the respondents were Malay (63%), living in urban areas (73%), diploma and degree (27.4%), and married women (84.1%).

Table 1.1: Socio-demographic characteristics of respondents

Socio-demographic characteristic	Frequency (n)	Percentage (%)/ Mean (SD)
Age		34.06 ± 6.299
Income		5413.50 ±1621.865
Ethnicity		
Malay	63	63.0
Chinese	24	24.0
Indian	13	13.0
Rural	27	27.0

Urban	73	73.0
Level Education		
SPM	11.5	11.5
STPM	17.7	17.7
Diploma	27.4	27.4
Degree	27.4	27.4
Masters	11.5	11.5
PHD	4.5	4.5
Marital Status		
Single	8.8	8.8
Married	84.1	84.1
Divorced/Death of Spouse	7.1	7.1

The level of reliability of the study can be determined using the Cronbach Alpha value which has a range between 0.00 to 1.0. If the Cronbach Alpha value was 0.7 and above, it means the level of reliability of questionnaire was acceptable. The Cronbach's alpha coefficient value for income level was 0.929. Next for self-belief, Cronbach's alpha coefficient value was 0.882. Lastly, for family tradition, the Cronbach's alpha coefficient value was 0.904. Hence, the questionnaire is reliable to measures the variables in this study.

Based in Binary Logistic Regression, the self-belief ( $p=0.004$ ) was significantly associated with confinement care service utilization which was referred to postnatal massage service utilization. The other independent variables; income level ( $p=0.200$ ), education level ( $p=0.606$ ), and family tradition ( $p=0.258$ ) were not significantly associated with postnatal massage service utilization. The summary of results for the association between variables was shown in Table 1.2.



Table 1.2: The relationship between self-belief, family tradition, income level and education level with confinement care services utilization.

Types of service	Factors utilization	P-value	(95% CI) (Lower)	(95% CI) (Upper)
Postnatal massage utilization	Income level	0.200	0.859	2.067
	Education level	0.606	0.647	1.289
	Self-Belief	0.004	1.335	4.482
	Family tradition	0.258	0.376	1.300

## DISCUSSION & RECOMMENDATION

Interestingly, based on the result of this study, there was significant between self-belief and confinement care service utilization among customer confinement care in Johor. In this study, the confinement care service was focused on postnatal massage, the factor that was significant with postnatal massage practice was self-belief. In addition, this also supported by previous studies in Fujian, China where the main reason for practicing postpartum practice is influenced by the factors of belief on traditional practice in the postpartum period (Raven, Chen, Tolhurst, & Garner, 2007). Similarly, Gialelis et al's study found that there are many significant benefits of postnatal massage such as improve sleep, better feeding of baby, rapid reduction in swelling and relief pain. Moreover, a cross sectional study found that having Malay traditional postpartum massage was shown to have protective effect against postpartum (postnatal) depression (Ministry of Health Malaysia). It could be due to his postnatal massage was relaxation method that helps reduce the risk of postnatal depression (PPD).

Based on the finding of this study, there was no significant association between income level and confinement care service utilization. The results of this study are also supported by a previous study in 2008 which stated that there was no evidence that increases in income significantly improves self-reported health status (Larrimore & Joint Committee on Taxation, 2008). This clearly shows that income level is not one of the factors that influenced confinement care service utilization. However, in a previous study conducted in Singapore related to the comparison of practices during the confinement period among Chinese, Malay and Indian stated that was household income significantly influence the massage practice, and household income, maternal education level and parity significantly influenced daily showering habits (Fok & Manager, 2016). In contrast, this may be due to the distribution of questionnaire forms in different areas and have differences in standard of living.

## CONCLUSION

The purpose of this study was to determine factors associated with confinement care services utilization among the customer of confinement care services in Johor. In this study, the utilization of confinement care services was influenced by self-belief. The result shows there was association between self-belief and confinement care practice which was postnatal massage while there was no significant between postnatal massage with income level, level education and family traditions. In conclusion, the finding of this study prove that there was association between self-belief with utilization of confinement care services among customer in Johor.

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