ABSTRACT

**Background.** Children's dental health is very beneficial for growing children, the motivation of parents to keep their kids teeth for treatment before more serious tooth decay can help to reduce prevalence of tooth decay, especially for patients who come to the children's dental clinic in the Faculty of Dentistry Airlangga University. **Purpose.** The goal of the study is to know motivation parents for their children for treatment dental clinic in the Faculty of Dentistry Airlangga University by giving a questionnaire to 73 patient’s parents. **Method.** Descriptive, this is the kind of research with the design of cross-sectional study. Sample selection technique used is a research technique sampling, where the total sample used is all the parents who treatment his teeth into the children's Dentistry clinic at the Faculty of Dentistry Airlangga University (IKGA). **Result.** This research result indicates that the clinic facilities as the stimulating factor and have the biggest impact in motivating parents patient child. **Conclusion.** The biggest stimulating factor that can motivate the parents pesien children to care for the teeth of their children in children’s dental clinic, University of Airlangga is sufficient facilities and services, the attitude of young dentists and the employees are very friendly, satisfactory care, distance and the cost of children's dental clinic at Airlangga University.

**Key words:** parents motivation, children dental health