Breastfeeding was the best investment for children’s health and intelligence. The attainment of exclusive breastfeeding in Jombang increased by 7% from 2009 to 2014. It can be happened due to the policy support from district government through the regent rules about breastfeeding and the formation of mother to mother support groups (MtMSG). Megaluh community health center which has an active MtMSG, its attainment of exclusive breastfeeding increased by 5,1% to 72,1% in 2014. MtMSG proved that it could increase the exclusive breastfeeding supply. The aim of this study was to analyze the relationship of predisposing (maternal characteristics, attitudes, knowledge), enabling (breastfeeding information, breast crawl), reinforcing factors (husband and family support) with the exclusive breastfeeding behavior in MtMSG.

This study was an analytic observational and cross sectional research design. Samples were 74 mothers who had infants aged 6-12 months old, including members of MtMSG, by purposive sampling and analysis using phi correlation test. The data collection was interview by using questionnaire of predisposing, enabling and reinforcing factors.

The results showed that predisposing factor not had the relationship but there was relationship between mother’s attitude with exclusive breastfeeding behavior (p=0,015). There was no relationship between enabling factor with exclusive breastfeeding behavior. There was a relationship between reinforcing factor (p=0,011) and there was a relationship between family’s support with exclusive breastfeeding behavior (p=0,019).

The conclusion is mother’s good attitude toward exclusive breastfeeding and family’s support can give a motivation to mother in order to do an exclusive breastfeeding behavior. The cadres are expected to invite other family members (parents, husband, and brother sister) to join the activities in MtMSG and give information about exclusive breastfeeding for working mothers and their benefits.

Keywords: predisposing, enabling, reinforcing factors, exclusive breastfeeding behavior, mother to mother support groups