

**ABSTRACT****DEVELOPMENT MODEL OF MOTHERS SELF EFFICACY  
IMPROVEMENT TO PREVENT THE RECURRENCE OF NON  
PNEUMONIA ACUTE RESPIRATORY INFECTION (ARI) ON  
TODDLER**

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**Introduction:** Acute Respiratory Infection (ARI) is the leading cause of morbidity and mortality in children. Cough's cold diseases such as rhinitis, pharyngitis, tonsillitis and other upper respiratory diseases are classified as non-pneumonia. ARIs that are not handled properly will enter the lung tissue and cause severity and even death. The purpose of this study is to develop a model of self-efficacy (SE) improvement of the mother against the prevention of recurrent (PR) non pneumonia (NP)-ARI on toddlers based on integration of Precede Proceed Model and Health Belief Model. **Method:** The type of this research was explanative survey with cross sectional design. The population were the toddler's mother in Tanggalrejo Village in Mojoagung Jombang. This research used cluster sampling, with sample number 100 toddler's mothers. The variables in this study were predisposing-enabling-reinforcing factors, main constructs of perceived (MCP), perceived threat, SE and PRNP-ARI. Data were collected by using questionnaire and Focus Group Discussion then analyzed by Partial Least Square. **Results:** The SE improvement model for the PRNP-ARI was formed from predisposing-enabling-reinforcing factors, MCP, perceived threat, and maternal SE. The greatest effect was on MCP against perceived threat with T statistic value = 11.073. **Conclusion and suggestion:** Increasing SE of toddler's mother can be done by educating about ARI concept, conventional ARI treatment, environmental modification, benefits of mask use, clean and healthy life behavior, proper hand washing, nutrition feeding, exclusive breastfeeding, stress management; create peer group support for toddlers mother; and optimizing the role of health officers and family support.

**Keywords:** Mothers self-efficacy, prevent the recurrence of non-pneumonia ARI