

**ABSTRACT****ANALYSIS OF FACTORS AFFECTING OF ACTIVE MEDICATION INFORMATION SERVICES TOWARDS PREGNANT AND BREASTFEEDING WOMAN WITH CHRONIC DISEASE**

Pharmacists known as healthcare professionals who responsible for the safety and efficacy of medicine to achieve optimal therapeutic results. Pharmacists in the community have an opportunity to provide direct services including giving an active medication information service in women during pregnancy and breastfeeding. This study aimed to analyse factors affecting the practice of community pharmacists for actively giving the drug information service for women with chronic diseases during pregnancy and breastfeeding. A cross sectional study in community setting i.e. puskesmas and private (independent and chain retail) pharmacy in Surabaya was done. About 62 pharmacists in pharmacy and 267 pharmacists in the community agreed to participate in this study. The results showed that pharmacists' knowledge ( $p < 0,001$ ) had significant influence towards perceived self-efficacy to give medication information service actively. Pharmacists' perceived self-efficacy ( $p = 0,005$ ) and cues to action ( $p = 0,009$ ) had significant influence towards overall practice of pharmacists to give medication information service actively in community setting. However, if analyzed separately there are different factors affecting pharmacy practices in puskesmas and private pharmacy. A different approach is needed to improve practice of pharmacists at puskesmas and private pharmacy for actively giving the drug information service for women with chronic diseases during pregnancy and breastfeeding. Providing continuous learning programs through seminars and training related to medication use during pregnancy and breastfeeding to pharmacists is needed to optimise the confidence and the ability of pharmacist in providing services.

**Keywords:** Active Medication Information Services, Beliefs, Knowledge, Practice, Pharmacists