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The Effect of Promotion on the Assessment of Maternity Leave and the Welfare of Women Workers

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Abstract

Many workers in Indonesia are not fully aware of female workers' rights regarding maternity leave due to a lack of clear and easily accessible information about maternity leave regulations. Some companies often fail to provide sufficient information regarding maternity leave entitlements to their workers. This study aims to analyze the influence of maternity leave promotion, female worker characteristics, social support from family and peers, and attitudes toward maternity leave policy evaluation on the welfare of female workers in garment companies in Bandung. The research employs a mixed-methods approach with a sequential explanatory design. The quantitative phase tests the research hypotheses through a survey using a structured questionnaire, while the qualitative data is collected through interviews. The findings indicate that the validity of all variables is well-established, with the following values: female worker characteristics (0.775), social support (0.952), maternity leave promotion (0.954), policy (0.962), evaluation (0.949), and welfare (0.957). Overall, these results confirm that all indicators used in this study are valid measures of their respective constructs. Hypothesis testing results reveal that: (1) maternity leave promotion, female worker characteristics, social support, and attitudes toward policies significantly influence the evaluation of maternity leave policies and the welfare of female workers; (2) maternity leave promotion, female worker characteristics, and social support significantly influence female workers' attitudes toward maternity leave policies.

Keywords: Evaluation, Maternity Leave, Promotion, Worker Welfare.

Introduction

Many workers in Indonesia are not fully aware of the rights of female workers regarding maternity leave due to a lack of clear and easily accessible information about labor regulations. This is exacerbated by the fact that companies often do not provide sufficient information regarding maternity leave rights to their workers. Ineffective socialization of regulations from company management can cause ignorance or confusion among workers. In addition, inconsistent internal communication means that the maternity leave policy is not communicated evenly to all workers, resulting in differences in understanding between management and workers regarding the rules in the policy.

Health promotion is "a process of empowering the community through activities to inform, influence and help the community to play an active role in changing behavior and the environment as well as maintaining and improving health towards an optimal level of health" (Permenkes, 2018). Health promotion does not only provide information, but also includes the

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process of community learning about health problems so that there is an increase in knowledge, attitudes and behavior in the health sector. Health promotion consisting of health education, conventional media, digital media, and health behavior on maternity leave has an important role in influencing mothers' decisions regarding maternity leave (Khan *et al.* 2020).

This research on health promotion is interesting because the topic of maternity leave is still rarely researched in developing countries like Indonesia, such as women who work in established (large) companies (Stumbitz *et al.* 2018), analysis of the implementation of world maternity protection (Kim 2019), cost implications of optimizing maternity protection programs (Siregar *et al.* 2019), analyzing progress toward reducing sociodemographic disparities in breastfeeding mothers (Saputri *et al.* 2020), increasing women's legal rights to maternity protection provisions (Addati, 2015), the importance of maternity leave for the health of the mother and baby, as well as the rights they have (Nguyen 2022).

Attention to maternity leave policies, especially among female workers working in garment companies, which have many female workers. This policy is considered important not only to protect the rights of women workers, but also to support balance between work life and personal life. It is hoped that this research can contribute to improving worker welfare and productivity. In practice, the promotion of maternity leave assessment and the welfare of female workers are influenced by the characteristics of female workers, social support, and attitudes towards policies. Research examining the relationship between female worker characteristics, social support, maternity leave promotion, and attitudes toward policy in influencing maternity leave decisions remains limited, particularly in Indonesia. Therefore, this study provides valuable contributions to the implementation of effective maternity leave policies

The aims of this research are (1) to analyze the influence of female workers characteristics, social support, maternity leave promotion, and attitudes toward policies influencing the assessment of maternity leave and the welfare of female workers; (2) to formulate strategies for promoting maternity leave to assess maternity leave for the welfare of female workers.

Methodology

This research was conducted at four selected garment companies, *using proportional simple random sampling* (PT Primarindo, PT Tarumatex, PT Trimas, and PT Famatex) in Bandung. In the context of this research, the female working population is grouped based on criteria; (1) married female workers, (2) pregnant female workers, (3) female workers who have children, (4) female workers who have taken maternity leave. This research was conducted from February to October 2024.

The approach used in this research is *a mixed-methods design with a sequential explanatory component*. A quantitative approach was used to test this research hypothesis. Quantitative data collection was carried out using a survey method with a questionnaire. Based on secondary data received from the Head of the Trade Union, researchers obtained data from four garment companies in Bandung (presented in Table 2), with a total population of 1,200 people. In determining the sample size, the Slovin formula was used, with a confidence level of 95 percent and a margin of error of 5 percent. Once the total sample size is known, respondents will be divided proportionally based on sub-populations, where the sample distribution uses a withdrawal technique *proportionate simple random sampling*. Determining the size of the research sample refers to the Slovin formula (Sevilla 2007).

Qualitative data is used in this research to dig deeper into each finding from testing the research

hypothesis. The qualitative approach plays a role in supporting the quantitative approach. The qualitative data collection process was carried out using the interview method. The sample for this research was 300 female workers from four garment companies in Bandung as in the table below;

Garment company	Population (people)	Sample (people)
PT Primarindo	224	56
PT Tarumatex	268	67
PT Trimas	467	119
PT Famatex	232	58
Total	1200	300

Table 1 Number of Populations and Samples Involved in Related Research Assessment of Maternity Leave and Welfare of Female Workers

In research that uses *Structural Equation Model* (SEM) tests multiple dependency relationships simultaneously. This research model examines the structural relationship of the variables maternity leave promotion, female worker characteristics, social support, attitudes towards policy, assessment of maternity leave, and the welfare of female workers.

Findings

The Influence of Female Worker Characteristics, Social Support, Maternity Leave Promotion, and Attitudes towards Policy on the Assessment of Maternity Leave and the Welfare of Female Workers.

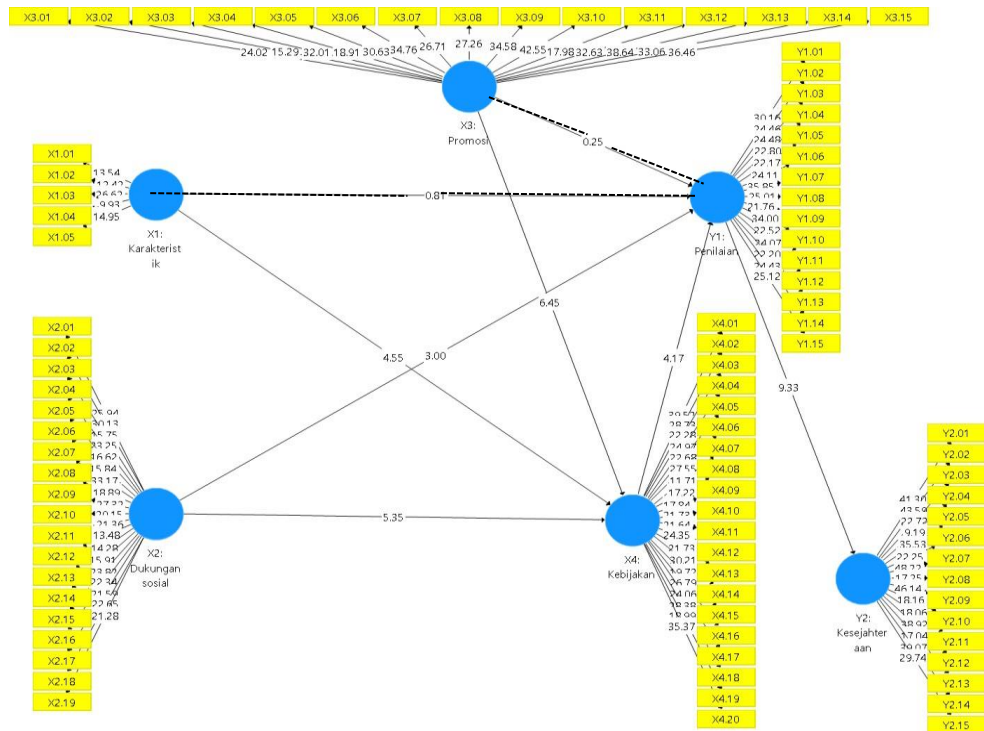


Figure 2

Path model and outers loading female workers characteristics, social support, maternity leave promotion, and policy attitudes on the assessment of maternity leave and the welfare of female workers

The Influence of Female Worker Characteristics on Attitudes toward Maternity Leave Policies

The results of this study show that T-statistic = 4.545, P-value = 0.000. Based on these data, it can be explained that the characteristics of female workers have a direct, positive and significant influence on attitudes towards maternity leave policies. One of the characteristics that most influences female workers in taking maternity leave is age, work experience and education. Younger female workers tend to feel more anxious about taking maternity leave, especially if this is the female employee's first pregnancy. Education level also plays a role in utilizing maternity leave. Workers with a higher level of education tend to have a better understanding of the rights of women workers, including the right to take maternity leave (Zakarija et al. 2016). Sheng et al. (2022) found that maternal characteristics such as age, education and monthly income influence female workers' decisions regarding maternity leave.

The Influence of Female Worker Characteristics on Maternity Leave Assessment

The results of this research show that T-statistic = 0.808, P-value = 0.419. Based on these data it can be explained that the characteristics of female workers do not have a significant effect on assessment of maternity leave. It is possible that other factors, such as company policy, applicable law, or organizational needs, are more dominant in determining maternity leave

assessments or decisions, rather than individual characteristics. In addition, a study by Raute (2019) shows that financial flexibility plays an important role in determining mothers' ability to take maternity leave without excessive economic pressure. Khan *et al.* (2020), who emphasize the importance of education and health information in helping mothers make more informed decisions regarding maternity leave.

The Influence of Social Support on Attitudes toward Maternity Leave Policies

The results of this study show that $T\text{-statistic} = 5.352$, $P\text{-value} = 0.000$. Based on these data, it can be explained that social support has a direct, positive and significant effect on attitudes towards maternity leave policies. Social support from the work environment, family, or coworkers plays an important role in increasing acceptance of maternity leave policies. Social support, whether from family, co-workers, managers, or companies, greatly influences the experience of pregnant women workers in taking maternity leave because it can help workers feel more confident in planning and taking leave, while a lack of support can cause anxiety and uncertainty that prevents workers from accessing women workers' maternity leave rights (Rollins *et al.* 2016).

The Influence of Social Support on Maternity Leave Assessment

The results of this study show that $T\text{-statistic} = 3.001$, $P\text{-value} = 0.003$. Based on these data, it can be explained that social support has a direct, positive and significant effect on the assessment of maternity leave. This support provides a sense of security and strengthens positive perceptions of the policy. When female workers feel attention and support from their social environment, feel appreciated and recognized for their role, and have self-confidence that is supported by the people around them, they tend to make wise judgments regarding maternity leave. Supporting that statement, Gibbs *et al.*, (2022) that social support as a psychological adaptation variable has been proven to increase the assessment of individuals with a better level of psychological adaptation.

The Influence of Maternity Leave Promotion on Attitudes toward Maternity Leave Policy

The results of this study show that $T\text{-statistic} = 6.447$, $P\text{-value} = 0.000$. Based on these data, it can be explained that promotion of maternity leave has a direct, positive and significant effect on attitudes towards maternity leave policies. Effective policy promotion increases acceptance of maternity leave policies. Clear information and effective campaigns encourage worker understanding and acceptance. Promotion of maternity leave policies includes the way information about the policy is communicated to workers, including the clarity and effectiveness of communication. Referring to Sarasati (2020), increasing mothers' knowledge can be done through social media based on its rapid development, making it easier for mothers to access various information and communicate.

The Influence of Maternity Leave Promotion on Maternity Leave Assessment

The results of this study show that $T\text{-statistic} = 0.254$, $P\text{-value} = 0.800$. Based on these data, it can be explained that promotion of maternity leave has no effect on the assessment of maternity leave. Good promotions help female workers understand the policy better, improve the evaluation of female workers, and show how the company supports them during and after maternity leave. A good promotion can reduce concerns about the impact of maternity leave. One promotion that can be done is through the use of social media. Social media provides comprehensive knowledge for the community regarding health so that the problem of unequal

health knowledge experienced by the community has decreased (Ndumbe-eyoh and Mazzucco, 2016).

The Influence of Attitudes toward Maternity Leave Policy on Maternity Leave Assessments

The results of this study show that T-statistic = 4.172, P-value = 0.000. Based on these data, it can be explained that attitudes towards the maternity leave policy have a direct, positive and significant effect on the assessment of maternity leave. Good and accommodating policies significantly increase workers' assessment of maternity leave. In the context of maternity leave, the government and companies need to ensure that information about leave rights and procedures is conveyed clearly and is easily accessible. Lack of clear information can cause ignorance or confusion among female workers, which in the end can prevent female workers from taking advantage of female workers' maternity leave rights (Servaes and Malikhao, 2005).

The Influence of Maternity Leave Assessment on the Welfare of Female Workers

The results of this study show that T-statistic = 9.333, P-value = 0.000. Based on these data, it can be explained that the assessment of maternity leave has a direct, positive and significant effect on the welfare of female workers. Assessment of maternity leave has relevance to the welfare of female workers, because it can provide an opportunity for female workers to recover after giving birth and caring for children, as well as undergoing the transition to motherhood without the pressure of work, which has a positive impact on physical and mental well-being. This is in line with the opinion that the implementation of policies and legislation that protects maternity rights can be practiced differently in developing and developed countries (Asakawa and Sasaki 2022).

Maternity Leave Promotion Strategy for the Assessment of Maternity Leave for the Welfare of Female Workers

Based on the research results, it is explained that there is an influence directly positive and significant promotion of maternity leave, characteristics of female workers, social support and attitudes towards policies regarding the assessment of maternity leave, and welfare of female workers; and there is influence directly positive and significant promotion of maternity leave, characteristics of female workers, and social support for attitudes towards policies among female workers so that strategies can be designed using them *logic model* which includes input (*input*), process, output (*output*), and impact (*impact*). A logic model is a structured framework that describes the relationships between various components (Langley et al. 2021).

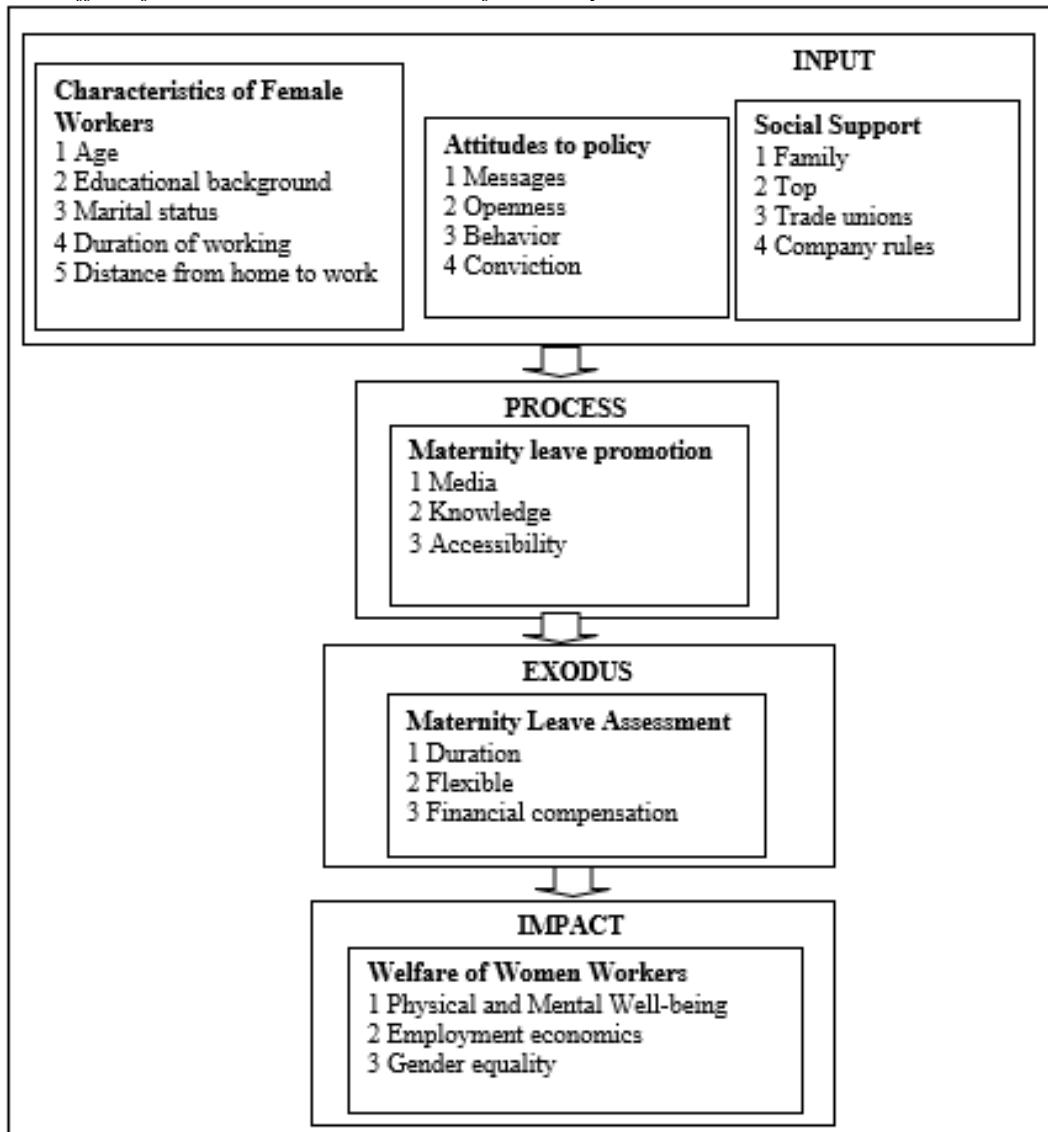


Figure 3

Maternity leave promotion strategy regarding the assessment of maternity leave for the welfare of female workers

Conclusion

This study confirms that the maternity leave promotion, female worker characteristics, social support, and attitudes toward policy each play a significant role, directly or indirectly, in influencing how maternity leave is perceived and its impact on the welfare of female workers. Specifically, attitudes toward maternity leave policy emerged as a critical mediator: although promotion efforts and worker characteristics do not directly affect maternity leave assessments, they do significantly influence attitudes, which in turn shape perceptions and policy evaluations.

The characteristics of female workers, particularly age, work experience, and education, significantly influence their attitudes toward maternity leave policies, though not their assessment of the policy itself. Younger workers or those with limited education may experience anxiety or confusion about their rights, emphasizing the need for targeted communication strategies. Similarly, social support, whether from family, supervisors, or co-workers, positively affects both attitudes and assessments, underscoring the importance of a supportive work environment.

Most notably, workers' assessments of maternity leave policies strongly influence their welfare. When female workers perceive the maternity leave policy as fair, accessible, and beneficial, they are more likely to experience better physical, emotional, and economic conditions during and after childbirth. Thus, policy perception is a key determinant of female worker welfare.

Implications and Limitations

Implications

- **Transformative Communication by Government and Employers:** The Ministry of Manpower and the Ministry of Women Empowerment and Child Protection should collaborate to develop targeted, transformative maternity leave communication strategies. These should move beyond procedural announcements and instead resonate emotionally, tailored by age, education, and experience, and utilize both interpersonal and digital platforms.
- **Strategic Use of Social Support Systems:** Peer support, supervisor empathy, and family involvement significantly shape attitudes toward maternity leave. Companies should institutionalize peer educator roles or maternity “champions” to foster a culture of trust, while government programs can encourage family-inclusive communication about parental rights.
- **Education-Driven Attitude Improvement:** Structured learning, through onboarding, internal workshops, and social media campaigns, should be mandated and supported by both government and employers. These programs can improve attitudes, which are proven to influence maternity leave assessments and female worker welfare.
- **Policy Evaluation as a Welfare Indicator:** Since workers’ assessments of maternity leave policies directly impact welfare, continuous policy evaluation, through participatory approaches and feedback loops, should be integrated into workplace practices. The Ministry of Health and BPJS Kesehatan can support this by linking health outcomes to policy adherence.
- **Integrated and Outcome-Oriented Strategy Design:** The logic model approach (input–process–output–impact) is recommended to guide promotion strategies. This ensures maternity leave policy implementation remains adaptive, participatory, and responsive to female workers’ actual needs.
- **Call to Legislative Action:** The House of Representatives (DPR RI) should prioritize amending the Maternity and Child Welfare Law (UU No. 17/2023) to extend leave duration to a minimum of 6 months, allow flexible scheduling based on medical needs, and mandate effective policy communication at the workplace level.
- **Responsibility of All Companies Employing Women:** All employers, especially in sectors with high numbers of female workers, must ensure accessible, inclusive, and well-communicated maternity leave policies. They are encouraged to align workplace policies with international labor standards (e.g., ILO Convention No. 183), support return-to-work transitions,

Limitations

This study focuses on four garment companies in Bandung, limiting generalizability across regions and industries. The labour-intensive, low-wage context may not reflect dynamics in formal, high-skill sectors. The qualitative data was limited in depth, and self-reported measures may introduce bias in assessing welfare. Future research should extend to broader industrial sectors, adopt longitudinal designs, and integrate richer qualitative methods (e.g., focus groups, ethnography) to explore organizational culture and policy perception in diverse contexts.

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