



**INTERNASIONAL CONFERENCE ON
MULTIDISCIPLINARY APPROACHES IN HEALTH SCIENCE**

VOLUME 3, No 1. Tahun 2025 , ISSN 3032-4408 (Online)

<https://ejournal.poltekkes-denpasar.ac.id/index.php/icmahs>

The Relationship between Cultural Factors and the Choice of Complementary and Alternative Health Services in Private Nursing Practices in Bali

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Article history

Posted : 2025-09-10

Reviewed : 2025-12-05

Received : 2025-12-13

ABSTRACT

Culture is a driving factor behind the high percentage of complementary and alternative health service selection. This study aims to determine the relationship between factors associated with the selection of complementary and alternative health services in Private Nursing Practices in Bali in 2024. The study design used a cross-sectional approach with a sample size of 113 people purposive sampling techniques. Data analysis was performed using Fisher's Exact Test and logistic regression. The results showed that technological factors, cultural values and lifestyle factors, economic factors, and educational level factors had $p\text{-values} < \alpha = 0.05$. Meanwhile, religious and philosophical factors, as well as social and kinship factors, had $p\text{-values} > \alpha = 0.05$. The Wald Sig value of $0.000 < 0.05$ indicates that the dominant factor is technology. Based on the results of the study, choosing complementary and alternative health services and the high level of individualism cause a rift in social interaction and decision-making tends to be based on one's own opinion. It is hoped that the results of this study can be used as a reference to understand the differences in cultural backgrounds in the selection of complementary and alternative nursing services.

Keywords: culture, complementary and alternative, private practice

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INTRODUCTION

The selection of complementary nursing services is currently increasing after the covid 19 pandemic, because more and more people feel the benefits of complementary nursing in preventing and overcoming various health problems (Alfarizi, 2022). Complementary and alternative nursing services are the implementation of *Complementary and Alternative Medicine* (CAM) which functions as a complement to conventional health services (Liu et al., 2021). According to *World Health Organization* (WHO) traditional complementary health services in Southeast Asian states have the highest percentage (>80%). A population in Southeast Asia as many as 91% stated that they support complementary and alternative health services to maintain and improve their health status (World Health Organization, 2019). Tertiary hospitals in India say that as many as 60% of patients use complementary and alternative health services in conjunction with conventional treatment (Roy, 2015).

Complementary nursing services are carried out as a form of implementation of traditional health services. Currently, complementary nursing services are more widely carried out in primary services such as health centers and Private practice of nurses. Based on the results of Basic Health Research in 2013, it is known that 30.4% of Indonesian families use traditional health services and there was an increase in 2018 of people who use traditional health services (yankestrad) was 31.4%. The results of Basic Health Research in 2018 also stated that as many as 12.9% of people make their own health efforts, namely by making traditional herbs, doing massages or doing acupressure without the help of traditional health workers (hattra), traditional health workers (nakestrad), or therapists (Rikesdas, 2018).

Based on the results of a preliminary study conducted at the Dawan Usadha Nurse Private Practice on Tuesday, December 12, 2023, it was found that the number of patient visits was in the range of 150 patients per month with the percentage of patients coming from outside Klungkung Regency 67% and Klungkung Regency patients 33%.

The high percentage of selection of complementary and alternative nursing services is based on the form of seeking health services that is trending in the community is the use of culture-based

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nursing services or local genius. Culture is a supporting factor in the behavior of seeking health services. Culture can be interpreted as a norm or habit that everyone follows to learn, share and provide direction in the way they act, think, and make decisions (Hanafi et al., 2023). The role of culture can affect the quality of public health.

According to the theory *Madeleine Leininger* Cultural aspects that influence the choice of health services include technology, religion and philosophy of life, social and kinship, cultural values and lifestyles, law and politics, economics, and education (Hanafi et al., 2023). Previous research in 2021 showed the value of *Chi Square* between cultural factors and the community's decision to choose Batra amounted to 5,945 with a significant level of 0.015 which was smaller than 0.05 so that it can be concluded that cultural factors influenced the community's decision to choose alternative treatment (Batra) in Kota Barat District, Gorontalo City (Indarwati & Retni, 2021).

Based on the results of the preliminary survey, it was found that a high percentage of people still choose complementary and alternative health services due to the similarities related to their culture, cheap prices, easy to reach, inexpensive, not scary and proven to be healing. For this reason, this study was conducted with the aim of finding out the cultural factors that are related in the selection of complementary and alternative nursing services in the Private practice of nurses in Bali.

METHOD

This study uses a type of quantitative research with *a cross-sectional* design. The research was carried out at the Private Practice of Latu Usadha Nurse (Badung), Private Nursing Practice Dewa Arwidiana (Tabanan), Private Practice Dawan Usadha (Klungkung), Private Practice Suryana (Buleleng), Private Practice of Ganesha (Karangasem), Holistic Service Practice BHCC (Denpasar). Data collection was carried out for 2 weeks starting from March 19 to April 02, 2024. The population in this study is 243 Bali Complementary and Alternative Nursing Service Users, consisting of 125 users and 148 non-users. The sample selection technique uses *non-probability sampling* with the type of *purposive sampling*. The inclusion criteria in this study include users

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of complementary and alternative nursing services in Bali, willing to be research respondents and able to understand the questionnaire. Exclusion criteria included respondents who had comorbidities, respondents who had difficulty reading and writing, respondents who had hearing and mental impairments, and respondents who did not participate fully in the activities.

Data collection was carried out using questionnaire instruments. The questionnaire made by the researcher himself included questionnaires on respondent characteristics, technological factors, religious and philosophical factors, social and kinship factors, cultural and lifestyle value factors, economic factors, and education level factors that had been tested for validity and reliability on April 15, 2024 with the results of all questionnaire items declared valid with a calculated r value $(0.577 - 0.997) \geq r \text{ table } (0.159)$. Based on the reliability test, it was found that the questionnaire instrument was reliable with a technological factor value with *Cronbach's alpha* of 0.996.

Primary data in this study was obtained using questionnaire instruments. Respondent characteristic data including age, gender, origin, religion, last education and occupation were analyzed using univariate analysis. Bivariate analysis was carried out using *the Fisher's Exact Test* because there were cells that had an expected count of < 5 . Multivariate analysis was performed using logistic regression tests to analyze the most dominant factors with the selection of complementary and alternative nursing services.

RESULTS AND DISSCUSSIONS

The results of the research on the relationship between cultural factors and the selection of complementary and alternative nursing services in the Private Practice of Nurses in Bali in 2024 are as follows:

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Table 1
Frequency Distribution of Respondents by Age, Gender, Nationality, Religion, Last Education
and Occupation in Private Practice of Nurses in Bali in 2024

No.	Respondent Characteristics	Healthcare Selection			
		Choose		Not Choosing	
		f	%	f	%
1	Age				
	< 30 years old	59	39,9	17	11,5
	> 30 years old	66	44,6	6	4,1
2	Gender				
	Man	68	45,9	12	8,1
	Woman	57	38,5	11	7,4
3	Citizenship				
	Indonesian Citizen	101	68,2	22	14,9
	FOREIGNERS	24	16,2	1	0,7
4	Religion				
	Islam	17	11,5	3	2,0
	Christian	22	14,9	5	3,4
	Catholic	7	4,7	0	0,0
	Hindu	71	48,0	13	8,8
	Buddha	8	5,4	2	1,4
5	Final Education				
	SD	8	5,4	2	1,4
	JUNIOR	11	7,4	1	0,7
	SMA	50	33,8	10	6,8
	Diploma	33	22,3	7	4,7
	S1	23	15,5	3	2,0
6	Work				
	Not Working	15	10,1	5	3,4
	Student / Student	19	12,8	3	2,0
	Housewives	11	7,4	2	1,4
	Self employed	45	30,4	8	5,4
	Private Employees	24	16,2	2	1,4
	PNS	11	7,4	3	2,0
Total		125	84,5	23	15,5

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Based on the results of the interpretation of table 1 above, it shows that the majority of respondents who choose complementary and alternative health services are 66 people (44.6%) in the age range of > 30 years old, respondents by gender show that the majority are male as many as 68 people (45.9%), respondents based on nationality showed that the majority were Indonesian citizens as many as 101 people (68.2%), respondents based on religion showed the majority of Hindus as many as 71 people (48.0%), respondents based on last education showed the majority of respondents with a high school education level of 50 people (33.8%), and respondents based on type of work with the majority of self-employed jobs as many as 45 people (30.4%).

Table 2
Distribution of Respondent Frequencies Based on Culture in Nurse Private Practice in Bali 2024

	Selection of Nursing Services				Total	
	Choose		Not Choosing			
	<i>f</i>	%	<i>F</i>	%	<i>f</i>	%
Technology Factor						
Support	118	79,7	6	4,1	124	83,8
Not Supporting	7	4,7	17	11,5	24	16,2
Religious/Belief Factors						
Not in Contradiction	125	84,5	22	14,9	147	99,3
Conflicting	0	0,0	1	0,7	1	0,7
Kinship Factors						
Support	110	74,3	21	14,2	131	88,5
Not Supported	15	10,1	2	1,4	17	11,5
Cultural and Lifestyle Value Factors						
Appropriate	105	79,1	19	4,7	124	83,8
Inappropriate	20	5,4	4	10,8	24	16,2
Economic Factors						
Affordable	121	83,1	22	13,5	143	96,6
Unaffordable	4	1,4	1	2,0	5	3,4
Educational Factors						
High	110	82,4	20	5,4	130	87,8
Low	15	2,0	3	10,1	18	12,2

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Based on the results of the interpretation of table 2, respondents stated that technology factors supported the selection of complementary and alternative health services as many as 124 people (83.8%). Respondents stated that religious factors did not contradict the choice of complementary and alternative health services as many as 147 people (99.3%). Respondents stated that social and kinship factors supported the selection of complementary and alternative health services for 131 people (88.5%). Respondents stated that cultural and lifestyle values were in accordance with the selection of complementary and alternative health services for 124 people (83.8%). Respondents stated that economic factors were affordable with the selection of complementary and alternative health services as many as 143 people (96.6%). Respondents stated that the factor of higher education level with the selection of complementary and alternative health services was 130 people (87.8%).

Table 3
Results of the Hypothesis Test of the Relationship between Technology and Religious Factors
with the Selection of Complementary and Alternative Nursing Services in Nurses' Private
Practice in Bali 2024

	Healthcare Selection				Total		<i>p value</i>
	Choose		Not Choosing				
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
Technology Factor							
Support	118	79,7	6	4,1	124	83,8	0,000
Not Supporting	7	4,7	17	11,5	24	16,2	
Total	125	84,5	23	15,5	148	100,0	
Religious Factors							
Not in Contradiction	125	84,5	22	14,9	147	99,3	0,155
Conflicting	0	0,0	1	0,7	1	0,7	
Total	125	84,5	23	15,5	148	100,0	

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Based on the results of the interpretation of table 3, the results of bivariate analysis using the Fisher's Exact Test obtained a *p value* (Exact Sig. (2-sided)) of 0.000. The $p\ value = 0.000 < \alpha = 0.05$ indicates that H_0 was rejected which means that there is a relationship between technological factors and the selection of complementary and alternative health services. The test results obtained are in accordance with the theory of the rising sun initiated by Madeleine Leininger which states that one of the factors that affect the choice of health services is the technological factor. This research is supported by research conducted by Indriani (2018) showed that as many as 39 respondents (50%) out of a total of 78 respondents had good scores on technological factors and high in the use of scraping. The results of the analysis were carried out using statistical tests *Spearman Rho* with a value of $\rho < 0.05$, i.e. $\rho = 0.000$ or H_1 is accepted, it means that there is a relationship between technological factors and the use of scraping in the elderly. The value of $r = 0.868$ can be interpreted that there is a very strong and positive relationship between technological factors and the use of scraping in the elderly. The results of this study are also in line with the research conducted by Musrita (2019) shows that the technology factor in the use of folk care in South Aceh Regency is generally in the high category (62.5%) (Musrita, 2019).

Technology is a means that allows individuals to solve health problems in health services. The researcher assumes that technological and scientific advances have now been applied to the health sector, both in complementary and alternative health services as well as medical. Technological factors can be seen from the application of more modern and practical examination, treatment, and service techniques, complementary and alternative health services that are already technology-based, and reviewed from safe and non-trauma-inducing measures. Nurse Public Practitioner in Bali 90% has applied technological factors, this is evidenced by the provision of technology-based therapies including Acupuncture therapy, *Accupresure*, *Cupping Therapy* and *Indonesian's Herbal*.

The results of the analysis of the relationship between religious factors and the selection of complementary and alternative nursing services using the test *Fisher's Exact Test* Earn Grades *p value* (Exact Sig. (2-sided)) of 0.155. Value $p\ value = 0.155 > \alpha = 0.05$ indicates that H_0 failed to

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be rejected which means that there is no relationship between religious factors and the choice of complementary and alternative health services. This research is not in line with the research conducted by Musrita (2019) with the title Factors of Using Folk Care. The results of this study show that religious factors and life philosophy in the use of folk care in South Aceh Regency are in the high category (50%) (Musrita, 2019).

This research is also not in line with the research conducted by Indriani (2018) shows that the results of the analysis are carried out using statistical tests *Spearman Rho* with a value of $\rho < 0.05$, i.e. $\rho = 0.000$ or H_1 is accepted, it means that there is a relationship between the belief and philosophy factors and the use of scraping in the elderly. The value of $r = 0.656$ can be interpreted as that there is a strong and positive relationship between belief and philosophy factors and the use of scraping in the elderly.

The religious factor is a system of symbols that results in realistic views and motivations for its adherents. The researcher assumes that broadly speaking, what is meant by religion is in accordance with the choice of health services, namely the rules that exist in the beliefs that they believe allow the use of complementary and alternative health services. Religious beliefs basically focus on the provision of ways of obtaining salvation, forms of healing and forms of behavior. Judging from the respondents' characteristic data, it shows that not only my Hinduism chooses complementary and alternative health services, but there are also other religions that choose complementary and alternative health services. Because in the selection of complementary and alternative health services, it does not focus on one religious teaching, so respondents with any religion in seeking health services do not focus on health services according to their religion.



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Table 4

Results of Hypothesis Test of the Relationship between Social/Kinship Factors, Cultural, Economic and Educational Values with the Selection of Complementary and Alternative Nursing Services In Nursing Private Practice in Bali 2024

	Healthcare Selection				Total		<i>p value</i>
	Choose		Not Choosing				
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	
Social Factors and Kinship							
Support	110	74,3	21	14,2	131	88,5	1,000
Not Supported	15	10,1	2	1,4	17	11,5	
Total	125	84,5	23	15,5	148	100,0	
Cultural and Lifestyle Value Factors							
Appropriate	117	79,1	7	4,7	124	83,8	0,000
Inappropriate	8	5,4	16	10,8	24	16,2	
Total	125	84,5	23	15,5	148	100,0	
Economic Factors							
Affordable	123	83,1	20	13,5	143	96,6	0,027
Unaffordable	2	1,4	3	2,0	5	3,4	
Total	125	84,5	23	15,5	148	100,0	
Educational Factors							
High	122	82,4	8	5,4	130	87,8	0,000
Low	3	2,0	15	10,1	18	12,2	
Total	125	84,5	23	15,5	148	100,0	

Based on the results of the interpretation of table 4, the results of bivariate analysis using *Fisher's Exact Test* obtained a *p value* (Exact Sig. (2-sided)) of 1,000. The $p\ value = 1,000 > \alpha = 0.05$ indicates that H_0 failed to be rejected which means that there is no association between social factors and kinship with the choice of complementary and alternative health services.

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The results of this study are not in line with the research conducted by the Indarwati & Retni (2021) showed that out of 120 respondents, most of them said that social factors influenced the decision of the community to choose in West Kota District to use alternative medicine, which amounted to 76 people (63%). From the results of the analysis, it is known that the *Chi Square* Between social factors and the community, 26,687 voted for Batra with a significant level of 0.000. This significant value is less than 0.05 so it can be concluded that social factors affect the community's decision to choose alternative treatment in Kota Barat District, Gorontalo City.

The researcher assumes that kinship and social factors should play a role in the selection of complementary and alternative health services. But why are the results not suitable, if you look at the current developments and changes in attitudes from the results of adapting to modern times, social interactions that arise are slightly different from year to year. Currently, the tendency to individuality is quite high, especially in big cities. This can also make the relationship estranged and the intensity between families or close people so that the discussion process for decision-making on the problems faced is more based on personal opinions or thoughts. One of them is solving health problems, especially in determining the selection of health services needed. This happens to respondents who continue to use complementary and alternative health services even though they are not supported by their families. So that social and kinship roles here are not the main reasons in choosing complementary and alternative health services.

Based on the interpretation of the results of the bivariate analysis of the relationship between cultural values and the selection of complementary nursing services using *the Fisher's Exact Test* test obtained a *p value* (Exact Sig. (2-sided)) of 0.000. The *p value* = $0.000 < \alpha = 0.05$ indicates that there is a relationship between cultural and lifestyle value factors with the choice of complementary and alternative health services. The results of this test are in line with Madelaine Leininger's nursing theory which posits that transcultural nursing is a humanist science and practice, focused on individual or group behavior, as well as the process of maintaining or improving healthy behaviors or physically and psychoculturally ill behaviors according to cultural backgrounds. From this theory, it is clear that there is a strong relationship between the culture of

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a region, especially in terms of the tradition of medicine that is carried out from generation to generation by choosing complementary and alternative health services when they are sick or just to maintain health.

This study is supported by research conducted by Indarwati & Retni (2021) showing that the *chi square* value between cultural factors and the community's decision to choose Batra is 5.945 with a significant level of 0.015 which is smaller than 0.05 so that it can be concluded that cultural factors affect the community's decision to choose alternative treatment (Batra) in Kota Barat District, Gorontalo City (Indarwati & Retni, 2021). The results of this study are also in line with research conducted by Abas, et al. (2019) stating that socio-cultural factors have an influence on the use of health services where trust in traditional medicine culture and traditions that still exist in the community can reduce public interest in utilizing health services (Abas et al., 2019).

Aspects of cultural values and lifestyle not only influence the decisions and actions of individuals when suffering from illness, but also give rise to various behaviors and efforts of the individual to seek treatment (Bukan et al., 2020). The existence of complementary and alternative health services still exists in the community even though modern medical practices are also growing rapidly. In rural communities who still believe in the concept of diseases caused by the interference of spirit creatures, they will trust more treatment that is carried out traditionally with the help of shamans (Asmawati et al., 2018). Researchers assume that the dominant cultural values in individuals greatly influence the formation of a person's personality. A person's personality will determine the basic pattern of human behavior, one of which is in terms of choosing health services.

Based on the results of the analysis of the relationship between economic factors and the selection of complementary nursing services with *Fisher's Exact Test*, a *p value* (Exact Sig. (2-sided)) of 0.027 was obtained. The $p\ value = 0.027 < \alpha = 0.05$ indicates a relationship between economic factors and the choice of complementary and alternative health services. The results of this test are in accordance with Madeleine Leininger's nursing theory regarding one of the factors that influence the choice of health services.

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This research is supported by research conducted by Indarwati & Retni (2021) showing that the results of the analysis are known that the value of *Chi Square* between economic factors and the community, Batra chose a significant level of 0.000. This significant value is less than 0.05 so it can be concluded that economic factors affect the community's decision to choose alternative treatment (Batra) in Kota Barat District, Gorontalo City. This research is also supported by research conducted by Yuliani et al (2020) shows statistical tests *Chi-Square* Score *p value* of 0.003 which means $< \alpha 0.05$, then it can be concluded that there is a relationship between economic factors and the choice of treatment in fracture patients.

Economic factors are the efforts of individuals to meet material needs from certain sources (Widiyastuty et al., 2023). The researcher assumes that economic factors can influence the decision-making process in seeking better health services in order to improve their health status. However, basically the selection of health services is not only based on a person's ability to pay for services but is also influenced by the existence of a person's motivation and mindset.

Based on the results of the interpretation of the relationship between the educational factor and the selection of complementary nursing services, the results of the test analysis show *Fisher's Exact Test with value p value* (Exact Sig. (2-sided)) of 0.000. The $p \text{ value} = 0.000 < \alpha = 0.05$ indicates a relationship between education level factors and the choice of complementary and alternative health services. This research is supported by research conducted by Tampi et al. (2016) showing that the results of the chi-square statistical test obtained a value *p value* 0.001 which is smaller than 0.05 so that it can be concluded that there is a relationship between education level and the use of health services (Tampi et al., 2016)

This research is also supported by research conducted by Indriani (2018) shows the results of the analysis used, namely *Spearman Rho* obtained a value of $p < 0.05$, i.e. $\rho = 0.000$ or H_1 is accepted, which means that there is a relationship between the applicable policy factors and the use of scraping in the elderly. The value of $r = 0.489$ can be interpreted that there is a fairly strong and positive relationship between education factors and the use of scraping in the elderly.



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Education level is the individual's educational background or the individual's experience in taking the highest formal education path today. According to Supriyadi (2014) Education is needed to get information, for example, things that support health, so that it can improve the quality of life. Researchers assume that education can affect a person, including one's behavior of lifestyle, especially in motivating them to be ready to participate in health development. The higher a person's level of education, the easier it is to receive information so that the more knowledge one has, on the other hand, less education will hinder the development of a person's attitude towards newly introduced values, one of which is in terms of choosing health services. Education can affect a person's intellectual power in deciding a matter, including the selection of health services.

Table 5

Results of Logistic Regression Analysis of the Relationship between Cultural Factors and the Selection of Complementary and Alternative Nursing Services in Nurse Private Practice in Bali 2024

			95% C.I.for EXP(B)	
		Sig.	Lower	Upper
Step 1a	Technology Factor	.000	7.897	1426.520
	Cultural and Lifestyle Factors	.921	.067	11.456
	Economic Factors	.583	.030	7.214
	Education Level Factors	.261	.372	38.639
	Constan	1.000		

Based on the results of the interpretation of table 5, it shows that to find out the most dominant factors with the selection of complementary and alternative health services at Private Nursing Practice in Bali, a logistic regression test is carried out. After the logistic regression test was carried out, it showed that the technology factor had a Sig Wald value of $0.000 < 0.05$, thus rejecting H_0 , which means that the technological factor has a significant relationship with the selection of complementary and alternative health services. The test results obtained are in accordance with the theory of the rising sun initiated by Madeleine Leininger which states that one of the factors that affect the choice of health services is the technological factor. This is in

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**INTERNASIONAL CONFERENCE ON
MULTIDISCIPLINARY APPROACHES IN HEALTH SCIENCE**

VOLUME 3, No 1. Tahun 2025 , ISSN 3032-4408 (Online)

<https://ejournal.poltekkes-denpasar.ac.id/index.php/icmahs>

accordance with the results obtained that 67% of technology supports the selection of complementary and alternative nursing services.

CONCLUSIONS

Technological factors, cultural value factors, economic factors and education level factors have a significant relationship with the selection of complementary and alternative nursing services in Nursing Private Practice in Bali. Religious and philosophical factors of life, social factors and kinship have no meaningful relationship with the choice of complementary and alternative health services. Technology factors are the most dominant factor with the selection of complementary and alternative nursing services.

CONFLICT OF INTEREST

The authors declare that have no conflict of interest.

ACKNOWLEDGMENT

The authors would like to thank Head of the Private Practice of Latu Usadha Nurse (Badung), Private Nursing Practice Dewa Arwidiana (Tabanan), Private Practice Dawan Usadha (Klungkung), Private Practice Suryana (Buleleng), Private Practice of Ganesha (Karangasem), Holistic Service Practice BHCC (Denpasar) for their support and facilities provided during this research.

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