**The Factors Influencing Exclusive Breastfeeding Failure in Breastfeeding Mothers**

Highlight :

* This type of research uses literature study or literature review with a descriptive method. The literature search was conducted through publications in two databases, PubMed and Google Scholar.
* In 2012, the World Health Organization (WHO) reported that only 36% of infants worldwide received exclusive breastfeeding. Data from the Basic Health Research (Riskesdas) in 2013 showed that the coverage of exclusive breastfeeding in Indonesia reached 54.3% of the total number of infants aged 0-6 months, which is equivalent to 1,348,532 infants. The remaining infants, totaling 1,134,952, did not receive exclusive breastfeeding (Depkes RI, 2014).
* The impact of low exclusive breastfeeding rates among infants aged 0-6 months includes an increased risk of illnesses such as respiratory infections (35.09%), diarrhea (38.07%), and malnutrition (49.2%), which can lead to several negative effects on infants, such as stunted growth, susceptibility to diseases, decreased intelligence quotient, disrupted mental development, and severe malnutrition that can result in child mortality (Heryanto, 2019).
* There are three factors that can shape behavior, namely predisposing factors, enabling factors, and reinforcing factors.