

ABSTRACT

Health problems are the most important social, economic, political and human rights issues. As one of the basic achievements of the *Millennium Development Goals (MDGs)*. The Semarang City as the capital of Central Java Province seeks to provide hospital services wwhich have good quality and in accordance with Islamic sharia principles. This demand makes consumers (patients) more selective in choosing hospital services. Along with the development of Islamic economic practices in daily life, the provision of good and qualified health services in accordance with the shariah principles of Islamic religion also develops.

This study aims to understand and explain several factors that influence the use of health services, especially in Sultan Agung Islamic Hospital in Semarang. Based on previous research and existing theories, some of these factors are Islamic hospital rates, religious religiosity, experience, knowledge, behavior, sharia services, human resources, and public service facilities. Using the method of multiple linear regression analysis, several factors are sought to influence the determinant decisions of the people of Semarang on the inpatient services of Islamic hospitals.

The results obtained are Islamic hospital rates, religious religiosity, experience, knowledge, behavior, sharia services, human resources, and public services facilities have a strong influence on the deciding the decision of Semarang City people through inpatient services in Sultan Agung Islamic Hospital Semarang.

Keywords: Islamic Hospital Rates, Religiosity, Sharia Services, General Services, Inpatient Services