

## **ABSTRACT**

*The people's need for fulfillment of religious aspects in various sectors is getting higher, including in the health sector. As a Muslim-majority country, the presence of hospitals that apply Islamic values continues to emerge. However, in fact there are only a few hospitals that already have halal and sharia certification. Sultan Agung Islamic Hospital Semarang is the first hospital to have a halal assurance system certification and the main pioneer of sharia hospitals in Indonesia.*

*This study aims to determine the effect of independent variables which are service quality, facilities, and halal certification, on the decision to use health services at the Sultan Agung Islamic Hospital Semarang as a dependent variables. The sample in this study amounted to 100 people. The sampling technique used is purposive sampling. Research data were collected using questionnaires.*

*The method of analysis used is multiple linear regression. Research data is carried out with help of the SPSS Statistics 23 program. The results showed that service quality, facilities, and halal certification have a positive and significant effect in determining the decision to use health services at RSI Sultan Agung Semarang, either partially or simultaneously.*

*Keywords: Service quality, facilities, halal certification, purchasing decisions, determining the decisions to use health services, Sultan Agung Islamic Hospital Semarang*