

ABSTRACT

Health problem is a social, economic, political and human rights are most important. As one of the basic achievement of the Millennium Development Goals (MDGs), unfortunately, health care has not been matched with adequate access to services. The existence of a health center as spearhead health care for the entire community are faced with various problems such as decreased health budget allocations in the city of Semarang that causes a decrease in operational costs and inadequate health center adequacy rate of health personnel.

This study aims to understand and explain some of the factors affecting the use of health services especially in health centers of Semarang. Based on previous research and theory that exist, several factors are family income, age, educational level, time of service, physical evidence, reliability, responsiveness, assurance and empathy. With the method of multiple linear regression analysis, several factors are sought influence on the frequency of visits to health services.

The results obtained are family income, age, education level, service quality (SERVQUAL) significantly influence the frequency of visits to health care. Improved services in health centers are to be done to increase the frequency of visits to health centers of Semarang.

Key words: health centers, family income, education, SERVQUAL, Health Services, Frequency of Visits