

ABSTRACT

In an economic perspective, health is a decisive factor as high or low quality human resources. Government through the relevant agencies have been doing an increasing awareness, willingness and ability of healthy life for every Indonesian citizen in order to realize the degree of public health in the future to be achieved through development of public health that had been developed through the vision of "Healthy Indonesia 2010" by accompanied by an increased allocation of funds for health sector. The identified problem was lack of cooperation from all citizens in the success of the program. As a province with the lowest per capita income on the island of Java, Central Java, has averaged about 60.21 percent of users of health care that has been provided by the government, and the smallest was in Semarang District for 20.76 percent of users of health care that has been provided by the government.

This study aims to understand and explain some of the factors affecting the use of health services especially in the district of Semarang. Based on previous research and existing theory, several factors are family income, the cost of the visit, educational level, distance and quality of health services. With the method of multiple linear regression analysis, several factors affect the frequency of search visits to health care.

The results obtained are family income, education level, distance and quality of service significantly influence the frequency of visits to health care. Improving the health sector infrastructure, coupled with active efforts from the government deemed to be an appropriate solution to the problems there. And supported by increased awareness and willingness of society to the consumption patterns of existing health services, resulting in patterns of health care supply and demand dynamic.

Key words: Use of Health Services, Family Income, Costs, Education, Distance, Quality Service.