

ABSTRACT

ANALYSIS OF FACTORS AFFECTING THE DEMAND FOR HEALTH SERVICES, THE GREAT CITY DISTRICT TANGGAMUS

By

M. AGUNG AKBAR

To improve the health and welfare of the community, the Government sought to meet the health needs of the community is by development in all fields particularly in the health sector with the availability of several health centers. Provision of health services, all wisdom comes from a government guided by the needs of society and the ability of the government itself. While society at large demand centers is determined by factors that influence it. For that study entitled "The analysis of the factors that affect demand for services at the Health Center City District Court Tanggamus". The purpose of this research is to find out what factors are affecting the demand for services at district health center Tanggamus Great Cities.

The data in this study using primary data and observations in which the authors obtained data from the Great City Health Center and make observations directly to the communities in the area of the City Court. This data was obtained by distributing questionnaires to people in the area of the City Court.

Based on the analysis results can be seen that in mind that the factors of service, location and competition significantly affect the amount of demand for health services in Puskesmas Kota Agung, Tanggamus.

With calculations based on the results, a positive coefficient values obtained between services at Puskesmas Kota Agung to total demand for health services in Puskesmas Kota Agung. In accordance with the purpose of this thesis research, that is why until there is a drastic decline in demand for PHC services the City Court. Result of this study tested the effect by using one service variable, then it turns out the quality of service will affect the community to seek treatment or not.

With calculations based on the results obtained a positive coefficient between competitors Puskesmas Kota Agung to total demand for health services in Puskesmas Kota Agung. in the presence of competitors may be one factor that affects the community to visit the Great City Health Center.