

## ABSTRACT

### **The Effort in Increasing The Utilization of Public Health Center In Madiun Regency Based on Health Seeking Behaviour**

**The background :** the decreased trend in utilization of public health center in Madiun regency. **The Objective :** to arrange an effort in increasing the utilization of public health center. **The study methode :** a descriptive observational surveillance with cross sectional study. The population was a family at 26 public health center in Madiun Regency. The sample was taken from the population by using multistage random sampling technique. **The study result :** total responden were 312, aged 17 – 84 years old, and the majority of them were male (56,1%). Those who has a household with monthly total cash expenditure less than Rp. 1 million tended to utilize Public Health Centers when they ill. 34% of respondents stated that they were not sure that treatment in Public Health center will cure them. 95,8% respondents stated that they needed Public Health Centers when they severely ill. 72,8% respondents stated that they got Public Health Center's promotion and 97% of them got it from family or Public Health Center's employees. All of them agree that cost of health treatment in Public Health Center was affordable but public transportation not available. **Conclusion :** the low utilization of Public Health Centers was influenced by the number of persons in the household, household monthly cash expenditure, attitudes and conviction to treatment in public health center, severity of illness, how long in illness, public health center's promotion, assuredness insurances, availability public transport and cost of health care in public health center. **Suggestion :** 1) to increase the socialization on Public Health Centers network, 2) to improve knowledge and performance of public health center's employees with technical and medical training, 3) to improve public health center's medical equipment and public facilities, 4) to evaluate and improve quality of public health centers to anticipate the other healthcare providers.

**Keywords :** Utilizations of Public Health Center, Health Seeking Behaviour Analysis, Madiun Regency.