ABSTRACT

Introduction: *Breast cancer is the most common in women malignancy in world. In East Java, the prevalence of breast cancer tends to increase every year. Dr. Soetomo hospital receives approximately 500 new patients of cancer each year. Most of them have reached an advanced stage and require chemotherapy. Determination of diagnosis at an advanced stage leads to reduce choice of therapy and lower chance of successful treatment.*

Methods: *Used a case-control design with 70 respondents obtained by concecutive sampling techniques. The instrument uses interview guides and questionnaires were analyzed using univariate (frequency distribution table), bivariate (Chi-Square/ Fisher's Exact) and multivariate (logistic regression). To interpret the influence of the delay factor is expressed by Odds Ratio (OR) using Confidence Interval (CI) of 95%. The independent varables in this study were classified into three: predisposing factors (education, knowledge and fear), enabling factors (economic conditions, affordability facilities, alternative medication and health insurance) and reinforcing factors (support).*

Result: *The result of logistic regression showed that there are two significant variables affecting delayed diagnosis. They are education (p value=0,022; OR=3,571) and alternative medication (p value=0,004) with OR=5,123.*

Conclusion: *The government should give the licence and supervise the alternative treatment practice accurately and the public more careful in choosing in treatment.*

Key word: *breast cancer, delayed diagnosis, education, knowledge, fear, economic, affordability facilities, alternative medication, health insurance, support.*