



households by interview method with constructed questionnaires.

The result revealed that the factors which played an important role on high and low utilization were occupation, economic status of family, knowledge and attitude towards health center services, satisfaction towards quality of service, and convenient of services.

The middle socio-economic classes, such as farmer and laborers had utilized health center services more than high classes. Higher economic status families tended to visit upper level of health institution, such as community and provincial hospitals and private clinic for health services. The family who has high knowledge and a positive attitude towards health services were likely to have high utilization of health center services as compared to a family having low knowledge and a negative attitude. The higher satisfaction of quality and convenience of health center prompted the higher utilization of health center services.

This result suggests that health center utilization can be improved by conducting health education programs to inform and motivate people about health center services, for improve the quality of health center services, to train health center personnel to

make them more skillful, and to organize health center services according to the convenient of the community.

The other factors, such as family size, education status, perceived need, types of other available services in local area, distance, and convenient of transportation, were not seen to play an important role in the utilization of health center services in rural area of Chunburi province.