

Sirima Tunthaleela 2012: Five-Factor of Personality, Risk Perception Based on Health Belief Model and Safety Driving Behavior of Bus Drivers: A Case Study of a Private Bus Company. Master of Science (Industrial and Organizational Psychology),
Major Field: Industrial and Organizational Psychology, Department of Psychology.
Thesis Advisor: Assistant Professor Thipthinna Smuthranond, Ph.D. 138 pages.

The objectives of this research were: 1) to study five-factor of personality, risk perception based on health belief model and safety driving behavior of bus drivers; 2) to compare safety driving behavior classified by personal data; 3) to study the relationships between five-factor of personality, risk perception based on health belief model and safety driving behavior of bus drivers; and 4) to study five-factor of personality and risk perception based on health belief model could predict safety driving behavior of bus drivers. The sample of 201 bus drivers was selected from a private bus company. Data were collected by using questionnaires and analyzed by statistic computer program. Percentage, mean, standard deviation, t-test, F-test, Pearson's product moment correlation coefficient, and multiple regression analysis were adopted for data analysis.

Results showed that: 1) the bus drivers had low level of neuroticism personality, high level of extraversion, openness to experience, agreeableness and conscientiousness personality, high level of risk perception based on health belief model and high level of safety driving behavior; 2) there was no significant difference in safety driving behavior of bus drivers who were different in term of age, marital status, education level, working experience, driving experience and accident experience; 3) the extraversion, openness to experience, agreeableness, conscientiousness personality and risk perception based on health belief model were positively related to safety driving behavior at the .01 level; and 4) perceived benefits on risk perception based on health belief model and the conscientiousness personality could predict 49.1% of safety driving behavior of bus drivers at the .01 level.

Student's signature

Thesis Advisor's signature