

Akawit Patisampitakul 2011: Factors Related to Health Promotion Behaviors of Health Personnel in Rajanukul Institute. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 148 pages.

The objectives of this descriptive research were to study factors relating to health promotion behaviors of health personnel in Rajanukul Institute. One hundred ninety officers of Rajanukul Institute were designated as the sample group. The designed research questionnaires constructed by the researcher were employed for data collection. Data analysis was carried out in terms of percentage, mean, standard deviation, correlation, Chi-square test, Pearson's Product Moment Correlation Coefficient, and stepwise multiple regression.

The results were found as follows: 1) The health promotion behaviors of personnel in Rajanukul Institute were at moderate level. 2) The bio-social factors such as status were significantly related to health promotion behaviors at the level of .05, work position and habitation were significantly related to health promotion behaviors at the level of .01, gender, age, level of education, salary, congenital disease were not significantly related to health promotion behaviors 3) The predisposing factors namely knowledge, attitude, perceived benefit, perceived health obstacle and perceived self efficacy of health promotion were significantly related to health promotion behaviors at the level of .01. 4) The enabling factors namely resource and policy of health promotion were not significantly related to health promotion behaviors. 5) The reinforcing factors namely health promotion information receiving through media and the support of their relative were significantly related to health promotion behaviors at the level of .01. 6) The predictors of health promotion behaviors were attitude, reinforcing factors and perceived self efficacy. As for health promotion behaviors prediction 25.5%. Attitude was the best predictor that can predict 16.2%.

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Thesis Advisor's signature