

Mukmanee Porung 2010: Factors Relating to Client Behaviors of Applied Clinic Thai Traditional Medicine College, Rajamangala Thanyaburi, Pathum Thani Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 91 pages.

The purpose of this descriptive research was to study factors relating to client behaviors of applied clinic Thai traditional medicine College, Rajamangala Thanyaburi, Pathum Thani Province. Samples were consisted of 223 purposively chosen registered client applied Thai traditional medicine. Data were collected by the questionnaires constructed by the researcher. Data were analyzed by computer program for percentage, mean, standard deviation and Pearson's Product Moment Correlation Coefficient.

The research results were as follows:

- 1) The value of client behavior of coming to take Applied Thai traditional Medicine service was moderate level.
- 2) Predisposing factors namely, perceived knowledge, perceived benefits / perceived barriers had significance relationship with client behavior of applied Thai traditional medicine with statistical significance at the level of .01. The attitude had no relationship with client behavioral of applied clinic Thai traditional medicine.
- 3) Enabling factors had relationship with client behavioral of applied clinic Thai traditional medicine with statistical significance at the level of .01.
- 4) Reinforcing factors including had no relationship with client behavioral of applied clinic Thai traditional medicine College, Rajamangala Thanyaburi.

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Thesis Advisor's signature