

Chutharat Saereewat 2010: Factors Affecting Health Promotion Behaviors Concerning Traditional Thai Medicine of Students in Faculty of Oriental Medicine, Rangsit University. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 98 pages.

The objective of this descriptive research was to study the factors affecting health promotion behavior with Traditional Thai Medicine (TTM) of students in Faculty of Oriental Medicine, Rangsit University. The population were 517 students of Faculty of Oriental Medicine, Rangsit University. Questionnaires developed by the researcher were used for collecting data. Descriptive statistics namely frequency distribution, percentage, mean and standard deviation were used to analyze the data. Pearson's Correlation coefficient was used to analyze the relationships between factors.

The results were found as follows :

1. Health promotion behaviors with TTM of students at Faculty of Oriental Medicine, Rangsit University were at a moderate level.
2. The predisposing factor, which was attitude towards the TTM had a positive relationship with health promotion behaviors concerning the TTM at a 0.01 statistical significant level.
3. The enabling factor, which was accessibility to the TTM's services had a positive relationship with health promotion behaviors concerning the TTM at a 0.05 statistical significant level.
4. The reinforcing factors, which were social support from their relatives, information gained from various sources about the TTM had positive relationship with Health promotion behaviors concerning the TTM at a 0.01 significant level.

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Thesis Advisor's signature