

Juljira Meephrom 2010: Factors Affecting Motorcycle Riding Accident Prevention Behavior Among Students in Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 134 pages.

The purpose of this descriptive research was to study factors affecting motorcycle riding accident prevention behavior among students in Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus. The sample of this study were 424 personnel. The Data were collected by the questionnaire constructed by the researcher. Data analysis was made by statistical computer package for percentage, mean, standard deviation, Chi-square test, Pearson's Product Moment Correlation Coefficient and Stepwise Multiple Regression Analysis.

The research result were as follows.

1. Motorcycle riding accident prevention behavior among students in Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus has medium level.
2. The Bio-social factors had relationships with motorcycle riding accident prevention behavior among students in Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus factors such as GPA.and the training curriculum for safety motorcycle riding with statistical significance at .05 level. Monthly income family, monthly income and the distance from the dormitory up to university with statistical significance at .01 level.
3. The psychological factors such as internal locus of control and future oriented and self-control had relationships with statistical significance at .01 level and knowledge about car inspection conditions with statistical significance at .05 level.
4. Social support factors such as public relation social support from family ,friends, education institudte had relationships with statistical significance at .01 level .
5. The predictable factors were internal locus of control,attitude toward accident prevention and future expectation and self-control.

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Student's signature

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Thesis Advisor's signature