

Peerada Junwibool 2007: People Behavior of Coming to take Applied Thai Medicine service at Applied Thai Medicine Health Center Suan Sunandha Rajabhat University. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Alisa Nitiham, M.Ed. 104 pages.

This was descriptive research. The purpose of this research was to study the factors that had the relation with people behavior of coming to take Applied Thai Medicine service. The sample was the person that came to take Applied Thai Medicine service at Applied Thai Medicine Health Center, Suan Sunandha Rajabhat University. Data were collected from 165 samples by purposive sampling. The research equipment was the questionnaires that developed by the researcher and were tested the quality. It passed the test and its quality was accepted. The data analysis by statistic program. Statistics were percent, mean, standard deviation, Chi-square, and Pearson's product moment correlation coefficient.

The results of this research were found that 1) The value of people behavior of coming to take Applied Thai Medicine service was moderate level. 2) The external and environmental factors such as information receiving and social supporting were positive related to people behavior of coming to take Applied Thai Medicine service at the .001 level of significance. 3) The bio-social factor such as income was related to people behavior of coming to take Applied Thai Medicine service at the .05 level of significance. 4) The internal factors such as knowledge, attitude, and reliability on Applied Thai Medicine were not related to behavior of coming to take Applied Thai Medicine service.

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