

Wanwimon Mekwimon 2009: Health Promoting Behavior of Students Pertaining to Applied Thai Traditional Medicine Program, Faculty of Science and Technology, Suan Sunandha Rajabhat University. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Mr. Thanawat Imsomboon, Dr.P.H. 130 pages.

The purpose of this descriptive research was to study health promoting behavior of students pertaining to applied Thai traditional medicine program, Faculty of Science and Technology, Suan Sunandha Rajabhat University. The sample were 209 students of applied Thai traditional medicine program. The research instrument was the questionnaire developed by the researcher. Data analysis was made by statistical package for percentage, mean, standard deviation and Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis.

The major findings were as follows: Health promoting behavior of students pertaining to applied Thai traditional medicine program, Faculty of Science and Technology, Suan Sunandha Rajabhat University were at a moderate level. Predisposing factors namely knowledge had negative relationship with health promoting behavior attitude towards health promoting and perceived health status had positive relationship with health promoting behavior of students with statistical significance at the level of .01. The enabling factors namely resource and policy of health promoting had negative relationship with health promoting behavior of students. The reinforcing factors namely health promoting information receiving through media and the support of their relatives had positive relationship with health promoting behavior of students with statistical significance at the level of .01. The predictors of health promoting behavior of students namely the support of their relatives, attitude towards health promoting and perceived health status could predict variation of health promoting behaviors for 29.0 percent.

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Student's signature

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Thesis Advisor's signature