

Manatchaya Vongvigkan 2011: Food Service Standard of Food Stalls Entrepreneur Nakhonsawan Municipality Area, Nakhon Sawan Province. Master of Arts (Social Development), Major Field: Social Development, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Nath Bhanthumnavin, Ph.D. 186 pages.

The main objective of this research were to study food service standard and to investigate the factors related with food service standard of food stalls entrepreneur Nakhonsawan municipality area, Nakhon Sawan Province. The samples were 92 subjects who were obtained by purposive sample. The data were collected by interview schedule. Reliability of the instrument was tested by using KR-20 and Cronbach alpha coefficient. Analyze data by using descriptive statistics and hypothesis testing was done by using Chi-square, Pearson product-moment correlation coefficient with the level of statistical significance at .05.

The results of the study showed that the food stall entrepreneur had knowledge about the standard of food at a high level, Internal locus of control at a medium level. The study showed high level in all the health belief model. Perceived susceptibility, perceived severity, perceived benefits at high level and had perceived barriers at a medium level. As for all food service standard the study showed at high level. The five aspects which were location, the process of preparing and cooking food, container/tool and service at a high level. And only food aspect at a medium level.

The results of hypothesis testing the relationship between independent variables and dependent variables showed that age related negative to food service standard with statistical significance at .001 and .01. Location of food stalls related to food service standard with statistical significance at .05. Knowledge about the standard of food related to only service. health belief model showed two aspects related to food service standard. Perceived benefits related to container/tool and Perceived barriers related to the process of preparing and cooking food. For Internal locus of control had no relation to all of food service standard.

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Student's signature

Thesis Advisor's signature