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PARINTHORN NIMCHIENG : INTENTION AND FACTORS RELATED TO
INSURABLE INTENTION OF NURSES IN SIRIRAJ HOSPITAL. THESIS ADVISORS :
PRAPHAPHAN UN-OB, Ed.D, CHAIWAT PANJAPHNONGSE, Ph.D, POOLAP PENKITTI,
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The purpose of this research was to study intention and factors related to insurable intention of nurses in Siriraj hospital. Factors involved in this research can be classified into three groups: individual factors, including age, number of dependents, income. disposable income, debts. Motivating factors, these were knowledge of insurance, perception of information, perception of social risk; and supporting factors, including attitude towards insurance, subjective norms. The research considered 350 nurses in Siriraj hospital. Data was collected for 1 month from 1st April 1999 to 30 April 1999 via questionnaires and then statistically analyzed in terms of frequency, distribution, percentage, arithmetic mean, standard deviation and multiple regression analysis by stepwise method.

The result of the research revealed that the level of intention to be insured was moderate down to low. There were three factors with statistical significance of < 0.01 positively involving levels case to-be-insured : 1) individual factor was income 2) motivating factor was knowledge of insurance 3) supporting factors were attitude towards insurance and subjective norms. All of the above factors can indicate the intention at 51%

The consequence of this result was that the sampling group had a low level of knowledge of the insurance process. Hence, the recommendation of this research was to the insurance company should provide in-death knowledge about the process of insuring to the group in the study. The conclusion of this research showed that radio was the most influential medium for the group in gaining knowledge of insurance. Thus, the radio should be a key medium used by the insurance company to give information to the group under study, Giving trust, good service and more knowledge of insurance to the nurses involval group, and offering training program to agency of insurance agents, were also factors that can influence group's attitude into the good way towards a consisted approach .