

Abstract

This study “Relationships among Attitude, Subjective Norm, Perceived Behavioral Control, Intention and Service Behavior (CARE) of Employees in Non-Life Insurance Company” aimed:

- 1). To study the relationship among Attitude, Subjective Norm, Perceived Behavioral Control by Theory of Planned behavior
- 2.) To explain and predict Intention and Service Behavior (CARE) by Theory of Planned behavior

The samples of this study derived from Proportional Stratified Random Sampling covered 277 employees. Methodology applied in data collection was questionnaire created from Theory of Planned behavior (Ajzen, 1988). This included items as Attitude towards the Behavior questionnaire, Subjective Norm questionnaire, Perceived Behavioral Control questionnaire, Intention and Service Behavior (CARE) questionnaire, Semantic Differential Scaling questionnaire. Question items were specified by answers at 7 scaling standards. SPSS for windows 11 was used to analyze samples' details, standardized statistical value, e.g. mean, standard deviation, Pearson's product moment correlation and multiple regression analysis. The findings of this study were as follows:

1. Employees in Non-Life Insurance Company possess Attitude towards Service Behavior (CARE), Subjective Norm and Perceived Behavioral Control (CARE) positively correlated with Intention in Service Behavior (CARE) at 0.01 level of significance ($r=.220$, $.336$ and $.492$ respectively)

2. Intention in Service Behavior (CARE) was positively correlate to Service Behavior (CARE) at $.01(r=.213)$ level of significance.

3. Intention in Service Behavior (CARE) could be predicted by Attitude towards Service Behavior (CARE), Subjective Norm and Perceived Behavioral Control (CARE) at 96.5 percentage with $.05$ level of significance. The most effective variables to

predict Intention in Service Behavior (CARE) was the Perceived Behavioral Control (CARE), Attitude towards Service Behavior (CARE) and Subjective Norm respectively.

4. Service Behavior (CARE) could be predicted by Attitude towards Service Behavior (CARE), Subjective Norm and Perceived Behavioral Control (CARE) at 97.7 percentage with .05 level of significance. The most effective variables to predict Service Behavior (CARE) was the Perceived Behavioral Control (CARE), Attitude towards Service Behavior (CARE) and Subjective Norm respectively.

The results of this study indicated opportunities for organization to recruit and select suitable person and required positive attitude to service-minded jobs incorporated with knowledge and abilities in non-life insurance, including other related applied skills. In the meantime, organization should provide trainings that motivate leadership role-model impacted on Intention and Service Behavior (CARE) so as to create acceptance and follow such role-model behavior, together with formulating training structure to enhance employees' skills, abilities, and potentials compatible with job assignment, service-minded work leading to the success of highest non-life insurance excellence.