

Abstract

The purpose of this research was to study the attitudes, subjective norms, behavioral intentions and behaviors towards the acceptance of the total quality management system (HPH activities) using a case study of government hospitals in Krabi. This research studied handwashing behavior before and after work in the subsequent 2 weeks. The theory of reasoned action of Fishbein and Ajzen provided a conceptual framework for this research.

The questionnaires consisted of 2 sets. The first one was used for measuring attitudes toward handwashing behavior before and after work in the subsequent 2 weeks, subjective norms in handwashing behavior before and after work in the subsequent 2 weeks and intention to wash hands before and after work in the subsequent 2 weeks. The second one was used for measuring the actual handwashing behavior after 2 weeks counting from the time of answering the first questionnaire. The sample used in this research included 160 employees from two government hospitals in Krabi. Among the 160 employees answering the first questionnaire, there were 151 employees who answered the second questionnaire. The Pearson's correlation, the point – biserial correlation and the multiple correlation were utilized in the test.

The result of the study were as follows :

1. Attitudes toward handwashing behavior before and after work in the subsequent 2 weeks have positive relationship with the intention to wash hands before and after work in the subsequent 2 weeks.
2. Subjective norms in handwashing behavior before and after work in the subsequent 2 weeks have positive relationship with the intention to wash hands before and after work in the subsequent 2 weeks.
3. Intention to wash hands before and after work in the subsequent 2 weeks has no relationship with the actual handwashing behavior before and after work in the subsequent 2 weeks.

4. Attitudes toward handwashing behavior before and after work in the subsequent 2 weeks and subjective norms in handwashing behavior before and after work in the subsequent 2 weeks were capable of predicting the intention to wash hand before and after work in the subsequent 2 weeks 12.2% of the time.