

Abstract

The purposes of this research were to study the relationship of the information perception which was affected to the work behavior complied by the Quality Management, ISO 9001:2000 and the relationships between the attitude towards the Quality Management, ISO 9001:2000, subjective norms, perceived behavioral control which were affected to behavioral intention including the relationship of perceived behavioral control and behavioral intention which was affected to the work behavior complied by the Quality Management, ISO 9001:2000, following the concept of Theory of Planned Behavior by using a case study of New International School of Thailand.

The measurement tools used in this study were the opinion survey questionnaire which was used for measuring the level of the information perception, the attitudes towards the Quality Management, ISO 9001:2000, subjective norm, behavioral intention, perceived behavioral control and the work behavior complied by the Quality Management, ISO 9001:2000. This research was to study the population of 110 Thai staff-members who are under the scope of ISO 9001:2000 of New International School of Thailand. The Pearson's Product Moment Correlation was utilized in the hypothesis test.

The results of the study were as follows:

1. The information perception had significant difference, positive relationship with the work behavior complied by the Quality Management ISO 9001:2000 of the staff of New International School of Thailand at .01 level.
2. The attitudes towards the Quality Management ISO 9001:2000 had significant difference, positive relationship with behavioral intentions of the staff of New International School of Thailand at .01 level.
3. Subjective norms had significant difference, positive relationship with behavioral intentions of the staff of New International School of Thailand at .01 level.

4. Perceived Behavioral Control had significant difference, positive relationship with behavioral intentions of the staff of New International School of Thailand at .01 level.

5. Behavioral Intentions had significant difference, positive relationship with the work behavior complied by Quality Management ISO 9001:2000 of the staff of New International School of Thailand at .01 level.

6. Perceived Behavioral Control had significant difference, positive relationship with the work behavior complied by the Quality Management ISO 9001:2000 of the staff of New International School of Thailand at .01 level.