

Thesis Title	The Relationship between Health Beliefs, Health Values and Health Behaviors in AIDS Prevention among Service Workers at The Entertainment Places in Rajburi province.
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ABSTRACT

The objectives of this research were to study the relationship between health beliefs, health values and health behaviors in AIDS prevention among service workers at the entertainment places in Rajburi province : the prediction ability of the factors also studied. The research design was the correlational survey research, the sample was 432 service workers in the entertainment places. The questionnaires were used to collect the data, and the data were analysed by SPSS^X program. Statistical methods were percentage, arithmetic mean, standard deviation, Pearson product moment correlation coefficient and stepwise multiple regression analysis.

The results showed that most of service workers in the entertainment places (44.2%) had low score in prevention behaviors for AIDS, moderate score health beliefs scores 69.4%, moderate score in perceived susceptibility, perceived severity and perceived benefit and barrier 56.0%, 65.1% and 57.1% consequently. Most of them (68.2%) had moderate cues to action scores and had (56.2%) high health values scores.

The correlation between variables were found that factors which had positive statistically significant with health behaviors in AIDS prevention were sex ($r=0.1949, p<0.001$), age ($r=0.2539, p\text{-value}<0.001$), incomes ($r=0.4149, p\text{-value}<0.001$), perceived benefit and barrier ($r=0.2304, p\text{-value}<0.001$), cues to action ($r=0.3673, p\text{-value}<0.001$), and health values ($r=0.3787, p\text{-value}<0.001$). The factors which had negative statistically significant correlation were education ($r=-0.1452, p\text{-value}=0.001$) and perceived susceptibility ($r=-0.1196, p\text{-value}=0.006$). The result of stepwise multiple regression analysis revealed that incomes, health values, cues to action and age should explained the health behavior in AIDS prevention 34.18%.

It was recommended that health personnel should campaign promote for AIDS prevention to the chief worker, the owner of the entertainment places and service workers. The information should be strengthened in promotion of benefit of health behaviors in AIDS prevention and health values.