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**RUTTANAPORN RUANGTIP: A STUDY OF HEALTH BELIEFS AND
PREVENTIVE HEALTH BEHAVIOR ON HYPERTENSION IN BANK OFFICERS.
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Hypertension presents a national health problem and the incidence of hypertension has been increasing. The etiology of hypertension is multi factorial and behavior such as high salt and high cholesterol consumption, lack of exercise, and psychological stress are the three major factors. This study used Health Beliefs Model (Becker, 1975) as a guideline. The objectives were to investigate preventive behavior, health beliefs, and cues to action to determine the contribution of these variables to preventive behavior concerning hypertension. A descriptive design and multi stage-sampling technique were used to selected 300 bank officers at Bangkok Bank and Thai Military Bank. The Health Beliefs and Preventing Behavior on Hypertension Questionnaire was used in this study. The data were analyzed by using frequency distribution, percentage, mean, standard deviation, and step wise multiple regression technique.

The results found that most of the subjects were female (60.3%), 21-60 years old, had a bachelor degree (62.3%), no family history of hypertension (57%),and had adequate income (81.3%). Preventive behavior on hypertension was at a good level ($\bar{X}=2.75,SD=0.30$). Consumption and coping behavior were at good levels ($\bar{X}=2.52$ $SD=0.37$, $\bar{X}=3.37$ $SD=0.31$), exercise behavior was at poor level ($\bar{X}=2.36,SD=0.73$), health beliefs and cues to action were at good levels ($\bar{X}=2.99$ $SD=0.30$, $\bar{X}=2.93,SD=0.52$). Cues to action, income, age, and health beliefs were significant predictors of preventive behavior on hypertension. They accounted for 13.7% of the variance in preventive behavior on hypertension at the statistically significant level at .05 .

The recommendation from this study is that nurses and other health-care providers should encourage bank officers and other sedentary officers to prevent hypertension. Regular exercise, stress coping, and modifying eating behavior are the best ways to prevent hypertension. Health beliefs and cues to action about how to prevent hypertension should be emphasized, published, and distributed to bank officers and other sedentary personnel.