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SUNTORN UTORNTAVIGRAN NA AYUTTAYA: FACTORS AFFECTING JOB
PERFORMANCE OF VILLAGE HEALTH VOLUNTEERS IN COMMUNITY PRIMARY HEALTH
CARE CENTERS OF SUPHUNBURI PROVINCE. THESIS ADVISOR : ROMSAI KLASUNTHORN
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This survey research aimed to study factors affecting job performance of Village Health Volunteers (VHVs) at Community Primary Health Care Centers (CPHCCs) in Suphumburi province and study what factors could explain the job performance of VHVs in 5 areas: information system, planning and budgeting, administration, public relation, and health service. The total sample was 300 VHVs. The data were collected between 20 December 1996 and 20 March 1997 by using structured interviews which had passed content validity by 3 experts, and were tested for reliability using Cronbach alpha coefficient ($r=0.83$). Statistics used for data analysis were descriptive statistics: percentage, mean, and standard deviation, and analytical statistics: Chi-squares, Pearson's Correlation, and Multivariate Regression.

Findings revealed that most VHVs in CPHCCs had satisfactory level of job performance in all 5 areas of their work as rated by health personnel except in the area of the budget. Role performance, motivation, abilities and skills factors were at satisfactory levels. The most problems and obstacles were in health service factors in CPHCCs. There was a significant relationship at 0.05 level between the VHVs' job performance and the following factors : operational cost, the adequate budget, the adequacy of continuous supporting knowledge, people participation, the respect and trust from people, and the pride of VHVs. By using the Pearson's Correlation, it showed that the adequate supervision, the role perception of VHVs, satisfaction in welfare and compensation, the abilities and skills in health service had a significant correlation with job performance. By using the Multivariate Regression Analysis by Stepwise, it revealed that the abilities and skills in health service were the most reliable factors which could explain the change of dependent variable (job performance) at 27.12 percent. So, it can be suggested that the potential development of VHVs in abilities and skills in health service and motivation should be emphasized for more effective job performance of VHVs.