

Kulyisa Sookchan. (2013). *Psychosocial And Sociological Factors Related to Thai Traditional Medical Service Behavior of Personnels Working in Public Hospitals in the Ministry Of Public Health Region 4*. Master thesis, M.S. (Applied Behavioral Science Research). Bangkok: Graduate school, Srinakarinwirot University. Advisor: Assoc. Prof. Dr. Ungsinun Intarakhamhang.

The objective of this comparative correlational research were as follows 1) to study the psychosocial and sociological factors which are concerned with Thai traditional medical service behavior, and 2) to find out the factors for prediction to Thai traditional medical service behavior of public personnels either group or sub-group on difference of social beings. The samples were composed of personnels who work in public hospitals under the ministry of public health region 4, sampling by stratified random sampling, identified according to hospitals for 45 hospitals, there are 394 persons, data collection by six points rating scale questionnaire, there are seven series. The reliability with alpha coefficients were between .790 - .920. The data analysis by descriptive statistic and hypothesis test by One-Way Analysis of Variance and Stepwise Multiple Regression Analysis.

The findings were as follows Firstly, the personnels who have more experiences in the Thai medical on behavior of the Thai medical service either including or two sub-behaviors ie the aspect of consistent service providing and the aspect of convenient service providing had more than personnels who work in Thai traditional medical in less. ($p < .05$) Secondly, psychosocial and sociological factors can be operated for prediction the behavior for service providing of Thai traditional medical by including was at 47.6%, the significant factors were composed of favorable attitudes towards Thai traditional medical service behavior, the relation in Thai traditional medical work and self-efficacy on Thai traditional medical service by effected size = .411, .186 and .122 respectively, and the sub-behavior found that the psychosocial and sociological factors can be operated for prediction on behavior for service providing of Thai traditional medical between 26.9% - 33.2%. The predictor found that the aspect of commitment service was the highest level and in addition, the researcher found the important predictors were as follows; favorable

attitudes on Thai traditional medical service, the relations in the Thai traditional medical work and self-efficacy on the Thai traditional medical service providing.