

PSYCHO-SOCIAL FACTORS RELATED TO SERVICE BEHAVIORS IN HEALTH PROMOTION
OF OFFICERS WORKING IN THE UNIVERSAL COVERAGE HEALTH SECURITY SYSTEM
IN BANGKOK

AN ABSTRACT
BY
SOMPOP BOONNASAK

Presented in Partial Fulfillment of the Requirements for the
Master of Science Degree in Applied Behavioral Science Research
at Srinakharinwirot University

May 2012

Sompop Boonnasak. (2012). *Psycho-social Factors Related to Service Behaviors in Health Promotion of Officers Working in the Universal Coverage Health Security System in Bangkok*. Master thesis, M.S. (Applied Behavioral Science Research). Bangkok: Graduate School, Srinakharinwirot University. Advisor Committee: Assoc. Prof. Dr. Ungsinun Intarakamhang, Assist. Prof. Dr. Wichuda Kijtorntaml.

This research aims to compare service behaviors in health promotion of officers working in the universal coverage health security system with different biosocial characteristics, to study the psycho-social factors related to health promotion service behaviors in officers who work in the universal coverage health security system, and to study to what extent the psycho-social factors can predict the health promotion service behaviors with and without consideration in the biosocial characteristics of the studied officers. The samples which derived from the Proportional Stratified Random Sampling method were 191 officers providing health promotion services under the universal coverage health security system in 22 service units located in Bangkok Metropolis. The data were collected by using the Six-point Summated Rating Scale questionnaires with confidence interval between .87 and .94. The statistics used for analyzing the acquired data were t-test, Pearson's Correlation Coefficient and the Hierarchical Multiple Regression (Enter).

The research results were as follows.

1. The officers, who had different education levels, had statistically different service behaviors in health promotion.

2. In the combined group, the less than or equal to 40-year-old group, the over 40-year old group, the lower than or equal to the bachelor's degree group, the higher than the bachelor's degree group, the non-medical school group and the over 10-year of work experience group, the psycho-social factors were found to positively relate to the health promotion service behaviors of the officers working in the universal coverage health security system ($p < .01$).

3. The psycho-social factors were generally able to predict the health promotion service behaviors in the people operating in the universal coverage health security system, and able to predict each of the five service behaviors in the combined group and the specific groups. The two factors, the positive attitude toward service behaviors in health promotion and the extrovert personality, had statistical significance ($p < .01$) which affected the behaviors.

Keywords: service behavior, health promotion, universal coverage health security system