

Title	Factors affecting the behavior of people in preventing dengue fever Patong Subdistrict, Kathu District, Phuket Province
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Abstract

The objectives of this study were to: 1) to study the preventive behavior of the public towards dengue fever, 2) to study health belief model in preventing dengue fever among the public, 3) to study Analysis of personal factors including gender, age, education level, residence, health belief patterns and behaviors to prevent dengue fever of the public. The conceptual framework was applied the health belief model and behavioral theory. The study methodology was quantitative research. The population were 2,586. The sample proportion was determined according to the concept of Daniel (1970), totaling 312 persons, obtained by multi-stage random sampling. The research instrument was a questionnaire. The data were analyzed using the statistics of frequency, percentage, mean, standard deviation and multiple regression statistics

The study results found that 1) the overall mean behavior for preventing dengue fever was at the regular practice level, 2) The overall health belief pattern mean was at the agree level. 3) The health belief model of health motivation, education level and age can predict dengue fever prevention behavior by 30.70% with statistical significance at .01.

Keywords: Health belief model, dengue fever, behavior