

# 大學生參與運動之健康信念對行為意圖之研究

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## 摘 要

本研究探討大學生運動健康信念對行為意圖之關係。利用問卷調查法於 2022/9/19-2022/9/26 之間，在屏東四間大學學校之體育館、籃球場、網球場等運動場地，四間大學分別施測 100 份大學生，共計施測 400 份問卷，扣除填答不完整問卷 33 份，有效問卷為 367 份，有效為卷率為 91.75%。回收問卷資料以 SPSS24.0 進行個人基本資料百分比與個數分析，以了解樣本資料的分布情形，繼以 Amos24.0 驗證大學生參與運動之健康信念對行為意圖模式之收斂效度、區別效度、適配度、路徑分析。研究結果顯示：模式具有良好收斂效度、區別效度、適配度。參與運動之大學生以男性為主；健康信念對運動行為意圖具有顯著影響（路徑係數 0.784\*）；健康信念有效解釋 61.4% 的運動行為意圖。依據研究結果提出提升大學生健康信念的實務建議，提供政府相關單位、大學學校及未來相關研究者作為參考。

**關鍵詞：**大學生、健康信念、行為意圖

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# **The Relationship Between Health Belief and Behavioral Intention of College Students Participating in Sports**

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## **Abstract**

The purpose of this study was to investigate the relationship between sports health belief and behavioral intention of college students. From September 19 to September 26, 2022/20, In the gymnasiums, basketball courts, tennis courts and other sports venues of four universities in Pingtung, 100 questionnaires were administered to university students at each of the four universities, for a total of 400 questionnaires. After deducting 33 incomplete questionnaires, 367 questionnaires were valid, with a valid response rate of 91.75%. SPSS24.0 was used to analyze the percentage and number of individual basic data to understand the distribution of sample data. Amos24.0 was used to verify the convergent validity, discriminant validity, fitness, and path analysis of the health belief of college students participating in sports on the behavioral intention pattern. The results showed that the pattern had good convergent validity, discriminant validity and fitness. The college students participating in sports were mainly male; health belief had a significant effect on exercise behavior intention (path coefficient 0.784\*). Health belief effectively explained 61.4% of exercise behavioral intentions. According to the results of the study, practical suggestions for improving the health belief of college students were put forward, which could be used as a reference for relevant government departments, universities and future researchers.

**Keywords: college students, health belief, behavioral intention**

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