

**THE INTENTION TO ADOPT SAFETY AND
HEALTH PRACTICES AMONG WORKERS IN
THE MANUFACTURING COMPANIES IN THE
SURROUNDING AREA OF KOTA KINABALU,
SABAH**

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UMS

**THESIS SUBMITTED IN FULL FILLMENT FOR
THE DEGREE OF MASTER OF HUMAN CAPITAL
MANAGEMENT**

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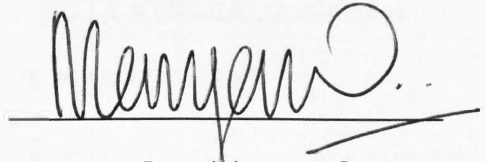
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Kindest Regards,

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ABSTRACT

The purpose of this study is to examine the relationship between knowledge, past experience and personal value of manufacturing workers and intention to adopt safety and health practices and attitude as mediator effect. This study includes of three external variables which are knowledge, past experience and personal value, three independent variables consists of attitude, subjective norm and perceived behavioral control and lastly one dependent variable which are intention. This study applies the theory of Planned Behavior (TPB) to test the proposed relationship. The participant in this study is employee who works in manufacturing company. This study used the partial least squares (PLS) and structural equation modeling (SEM) tool to examine the relationship between knowledge, past experience, and personal value of manufacturing workers intention to adopt safety and health practices. It also measures the mediating effect of attitude on knowledge, past experience and personal value. The data were collected from manufacturing companies in Kota Kinabalu, Sabah by using non-proability sampling. Convergent and discriminant validity have been employed and the result shows knowledge and personal values have significant relationship with attitude towards safety and health practices. Meanwhile, past experience shows negative relationship with attitude. Next, attitude and subjective norm indicates positive relationship towards the intention to adopt safety and health practices. However, perceived behavioral control revealed negative relationship with the intention. Apart from that, attitude was found to be mediates the impact of knowledge, past experience and personal values towards the intention to adopt safety and health practices. Therefore, the result implies that manager should emphasize on the safety and health practices to enhance organization and workers productivity. Limitation and suggestion for future study are also included in this study.

ABSTRAK

THE INTENTION TO ADOPT SAFETY AND HEALTH PRACTICES AMONG WORKERS IN THE MANUFACTURING COMPANIES IN THE SURROUNDING AREA OF KOTA KINABALU, SABAH

Kajian ini bertujuan untuk mengkaji hubungan di antara pengetahuan, pengalaman lepas dan nilai peribadi dalam kalangan pekerja kilang di dalam niat mengadaptasi amalan keselamatan dan kesihatan dan sikap (Teori TPB) sebagai pengantara. Kajian ini terdiri daripada 3 pembolehubah bebas luaran iaitu pengetahuan, pengalaman lepas dan nilai peribadi, 3 pembolehubah bebas dan 1 pembolehubah bersandar (niat). Kajian ini mengaplikasikan Teori TPB untuk mengukur hubungkait yang dicadangkan. Responden bagi kajian ini terdiri daripada pekerja kilang yang bekerja di syarikat perkilangan. Kajian ini menggunakan PLS dan SEM sebagai alat untuk menguji hubungkait yang dicadangkan. Data dikumpul daripada syarikat perkilangan di sekitar kawasan Kota Kinabalu, Sabah dengan menggunakan persampelan . Pengesahan konvergen dan diskriminan telah dilaksanakan dan keputusan menunjukkan pengetahuan dan nilai peribadi mempunyai hubungan positif signifikan dengan sikap terhadap amalan keselamatan dan kesihatan. Manakala, pengalaman lepas menunjukkan hubungan negatif terhadap sikap. Kemudian, sikap dan norma subjektif menyatakan hubungan positif terhadap niat mengadaptasi amalan keselamatan dan kesihatan. Walau bagaimanapun, kawalan sikap yang dilihat mendedahkan hubungan negatif terhadap niat mengadaptasi amalan keselamatan dan kesihatan. Sikap juga merupakan pengantara yang signifikan di antara hubungan pengetahuan, pengalaman lepas dan nilai peribadi terhadap niat untuk mengadaptasi amalan keselamatan dan kesihatan. Justeru itu, kajian mengimpikasikan bahawa pengurus haruslah memberi penekanan terhadap amalan keselamatan dan kesihatan untuk menambah baik produktiviti organisasi dan pekerja. Keterbatasan dan cadangan untuk kajian akan datang juga disertakan di dalam kajian ini.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter covers section included background of study, problem statement, research question, research objective, scope of study, significance of the study and the definition of terms used in this study. The objective of this chapter is to acknowledge reader about the gist of this study.

1.2 Background of the Study

Accidents, fatal damages, disabilities and death are nominal terms in workplace in any level of industry. Every second counts different types of accident occurred at different place throughout developing global countries. The uprising cases had remarks acute occupational cost and had become prior concerns on developing countries. Then, act was established in order to provide safe environment to work and protect the welfare of employee. It was believed that it will significantly reduce and curb the factors of accidents. According to Alli (2008), stated that measures and strategies has been designated to prevent, control and limiting occupational hazards and risks and these have been developed and applied continuously over the years to keep pace with technological and economic changes.

Yet, despite continuous if slow improvements, occupational accidents and diseases are still too frequent and their cost in terms of human suffering and economic burden continuous to be significant (Alli, 2008). Therefore, there were still remaining issues on how efficient the developed strategies in conquering the occupational hazards and which phase in organization level who provide leaks in maintaining the well performance regarding occupational hazards.

Moreover, in the study of Adebola (2014) revealed that safety and health have become an integral component in the workplace as managers, labor unions

and others engage in trainings and procedures to ensure compliance with safety standards and also to keep a healthy work-force. The industry of manufacturing is one of the leading industries where a massive of workforces is employed. Thus, the risks of injuries are higher in this industry compared to other occupational sector related fields although the injuries encountered are more severe. Hence, safety is considered a high priority for most companies working in this field. Nevertheless, acute injuries are still a constraint for the development of the industry. A combination of workplace safety and bulk scale disaster has stimulated high risk industries to reduce the potential workplace incidents and accidents with consistent routine tasks.

According to Worksafe BC (2008), mentioned that due diligence refers on taking all reasonable care to protect the well-being of employees (owner or employer) and workers. To meet the standard of due diligence, employer must take all reasonable precautions in the circumstances to commit work and health and safety responsibilities. Thus, by implementing a health and safety practices, managers can perform demo of diligence such as practically applied personal protective equipment each and every time to initiate work routine. This will help in maintaining safety of all workers and yet it can be a proof and defense testimony against monetary penalties when requirements have allegedly been violated.

Occupational safety and health practices are a legal requirement. The manufacturing industry compulsory to have an occupational health and safety practices to prevent workplace injury and disease. The health and safety practices must meet certain standards, and employer and workers must exercise due diligence in aiming to meet those standards requirement. Therefore, in order to meet the standard of due diligence, the purpose of this study is to examine manufacturing workers' intention to adopt safety health practices in the manufacturing industry. Thus, based on Azjen (1991), indicate that every action starts with intention, and nothing explains intention better than the model developed by Azjen and Fishbein, the Theory Reasoned Action (TRA). Thus, the extended theory, which is the Theory Planned Behavior (TPB), will be an appropriate model to be used in this study.

1.2.1 Manufacturing Industry

Economic development was generated by the growth of the manufacturing sector. Malaysia has enjoyed an impressive growth when the economy has managed to transform the country from based on agriculture and commodity based industries. The manufacturing industries generally involve producing goods and services. Therefore, employment in the manufacturing industries considered as the important element which represents as the labor force at work in the economy whether working for themselves or working for someone else. Employment is crucial to the economy because it contributes to the Gross Domestic Product (GDP) to mobilize economy industry. As we known, manufacturing industry divided into two namely as non-resource based manufacturing and resource based manufacturing.

The manufacturing industry in Malaysia seen as a part of major economic development where successful development have contribute towards the economic growth generating additional demands for manufacturing activities. It is undeniable that the manufacturing industry is a very active and booming industry worldwide proceeding as one of the highest contributing industries towards the country's economy. It is also mentioned by Bank Negara Malaysia Annual Report 2014, stated that manufacturing and construction sectors that now account for more than two thirds of the economy. Bank Negara Malaysia also sees the manufacturing sector contributing 1.2 percentage points. In the first half of 2014, Malaysian economy growth were driven by the service and manufacturing sectors which recorded a rate of 6.3%. Next, according to the Malaysian Investment Development Authority, Malaysian manufacturing industry allocated that a sum of RM33.6 billion from RM57.4 billion of total that accounted investments in Malaysia in the year of 2015.

Manufacturing industry being the third largest commodity in Sabah after oil and gas and palm oil industry placed in first and second largest which needs to address these issues seriously. Manufacturing in Sabah is expected to experience an economic growth of 8.9% of Gross Domestic Product (GDP) in the year of 2015 (Sabah Budget, 2015). By saying that, in order to support robust development in Sabah, the government has allocated a sum of RM 75.69 million to enhance infrastructures environment especially at the central areas of the industrial regions in Sabah. One of the main manufacturing based in Sabah is the Kota Kinabalu Industrial Park (KKIP) and Kolombong Industrial Centre in Kota Kinabalu. Other

than that, manufacturing based areas includes Palm Oil Industrial Cluster (POIC) located in Lahad Datu and POIC in Sandakan and Sipitang Oil and Gas Industrial Park (SOGIP). Moreover, the Government State also stated that by giving attention and continually efforts in Sabah manufacturing industry will increase the State's competitiveness in attracting investment in the manufacturing sector especially from foreign investors.

Foreign investors seems to be more interested to invest in countries that came up with a low industrial accident rate because they believe that it will maximized their investment and reduces operational cost. In order to meet the standard and requirements from investors or customers, the manufacturing industry in Sabah has to be emphasized on the occupational safety and health to fulfill their needs and satisfaction. Thus, occupational safety and health is important to establish this objective by having knowledge, past experience and personal values in order to satisfy and impress investors or customers which can enhance organization productivity and increase the awareness of safe and healthy work environment for Sabah manufacturing companies, especially on the intention to adopt safety and health practices among the workers.

Hence, safety and health practices in manufacturing industry seen as the biggest challenges that need to be emphasized in order to reduce the incidence of workplace accidents and diseases. It is a challenging process to develop safety and health work environment within the current rapid economic development specifically in Sabah. It is important for manufacturing companies to not only make safety and health practices as an obligation or a cost but they need to ensure that safety and health practices becomes a culture in their operation. This is in line with as were quoted by the Minister of Human Resources which claims that the government committed to reduce workplace-related accidents by improving occupational safety and health in the Malaysian industry (Bernama, 2013). According to Beck and Woolfson (1999) citing from Ezrin *et al.*, (2012), revealed that safety culture seen as the strategies to control beliefs, attitudes and behaviors towards safety of workforce. Therefore, by implementing the adoption of safety and health practices in the manufacturing workers shows as a contribution in enhancing workers' productivity. Therefore, as Malaysian facing new challenges with different expectations, values and attitudes in the employment among

workers, it is vital to establish the intention to adopt of safety and health practices in the manufacturing companies especially in Sabah. Thus, this study intends to examine on the intention to adopt safety and health practices among manufacturing workers in the surrounding area of Kota Kinabalu, Sabah.

1.3 Problem Statement

Accidents at workplace create scenes of performance, loss, suffering and stress on injured employee and tremendous impact might spread to their co-workers and family members. For a manufacturing that involving heavy industry carries great potential in occurrence of accidents which obviously impacting aspect of professionally and privacy demand of concerned party. Moreover, accidents certainly cost financially claims since employer responsible to their employee welfare including their health insurance. Until June 2015, Department of Safety and Health (DOSH) Malaysia indicate that manufacturing industry were rated as the highest non-permanent and permanent disabilities which highlighted that accident and fatalities cases will lead to consequences that continue to be a major public health concern. Moreover, this industry also emphasized by Occupational Safety and Health Act (OSHA) 1994 which developed based on self-regulation approach whereby the main objective is to ensure safety and health at workplace is responsibly done by both employer (who create the risk) and employee (work with the risk).

Besides that, Social Security Organisation had reimbursing RM2.46 billion in compensation to workers who were involved in accidents at the workplace last year (Bernama, 2015). Prior to claim costs, there also might involve cost in property damage or even so finding replacement workers whom require training. Furthermore, any industry identified with big scenes of accidents might end in losing of their customers and marketplace.

Regarding to this case, Malaysia has recorded as lowest cases of accidents among the global countries with percentage of 0.3% from statistic of 2014 by Datuk Seri Ismail Abd Muttalib - Minister of Deputy Human Resources. With statistical reports from Malaysia's deputy human resources, accidents cases had

declined from 2013 with cases of 63,557 while decreased of 226 cases in 2014 with number of 63,331 cases, 933 from it involved fatal damages and remaining were disability cases. Although there were declined sum of cases, OSH still required more priority in order to restrain the occupational hazard and diseases. In figure 1.2 were shown the bar chart of occupational accidents occurred in Malaysia for year 2015 up to June and had marked manufacturing industry hold the record for frequent accidents reported.

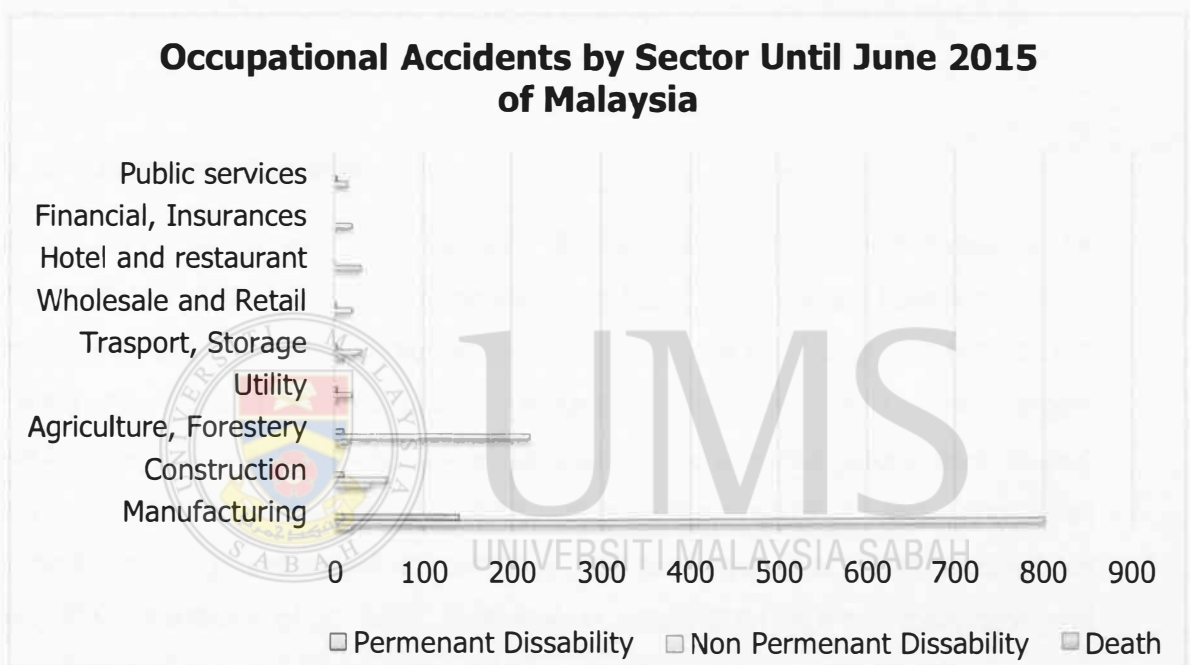


Figure 1 Occupational accidents by sector in Malaysia in June 2015 (Department of Safety and Health, 2015).

Theory of planned behavior has been confirmed by other studies and made experts to consider people whom potentially accident onset while workplace is regards as safe environments. However, right knowledge, attitude and behavior concerning all measures of health and safety should be mind-implant in workplace's managers in order to assure health and safety measure contain in positive level (Raouf & Dhillion,1995; Cooper & Phillips, 1994). In 2002, there were only 10 % of factors of unfit workplace causing accidents at atelier while remaining 90 % of factors causing the accidents are came from labor (Fleming & Lardner, 2002). The study also reveals the incompetence of labor in knowledge and interest, negative

attitude and behavior of labor had contributed to the high percentage of accidents from human factor.

Additionally, importance of behavioral analysis has been disclosed as in proclamations of organization such in the vision and mission statements and also warning signs of OS&H artefacts. Unfortunately, notices remains unexpressed as the proclamations being neglected with the attitude of unsafe behaviors of employer and employee in valuing the safety and health within the organization and workplace environment. Having saying that, the purpose of this study is to examine manufacturing workers' intention to adopt safety and health practices.

1.4 Research Question

Every action starts with an intention. Business in today's world needs to be competitive and one of issue that needs to be focus on is toward improving safety and health practices. Manufacturing industry, being the third largest commodity in Sabah after oil and gas and palm oil industry placed in first and second largest which needs to address these issues seriously. Several investigators have studied the effectiveness of health and safety interventions whether large and small businesses using randomized or controlled trials (Barbeau, *et al.*, 2004; Lazovich, *et al.*, 2002; Brosseau, *et al.*, 2002, LaMontagne, *et al.*, 2004) but has meet dead end in culturing significant changes in workplace health and safety. It is believed to that intervention activities may require more priority efforts targeted at motivating business owners in step ahead to make improvements, in order to changing the behavior of employees.

In a seminar of "Return on Prevention: Occupational Safety and Health Promotion 2013" at Hotel Sunway Putra, Kuala Lumpur that was organized by Social Security Organisation (SOCSO), Dato' Dr. Mohammed Azman bin Aziz Mohammed reveals that, SOCSO have had make investment in prevention of accident but yet rates of accidents still increases which the consequences continue to be a major public health concern. Moreover, he also stated that prevention must be dynamic and continuous and it is important to strike a balance in prevention. Therefore, this issue revealed that it is important to ensure that safety and health practices need to be promoted in manufacturing industry to avoid any incidents and

accidents cases occur. It is also can be deemed that apart of factors that contribute to such cases is workers attitude towards intention to adopt safety and health practices in the workplace.

The challenge is to see best practices of workers to achieve adoption of safety and health practices. Although there is a significant amount of research predicting occupational safety and health intention behaviors, inadequate research has been conducted in the manufacturing industry. This brings to the conclusion of the research question, which are;

- a. Does the knowledge have a relationship on attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- b. Does the past experience have a relationship on attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- c. Does the personal value have a relationship on attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- d. Does the attitude towards safety and health practices have a relationship on intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- e. Does the subjective norm have relationship on intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- f. Does the perceived behavioral control have relationship on intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?
- g. Does attitude mediates on the relationships between knowledge, past experience and personal values and intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu?

1.5 Research Objectives

Thus, the research objectives of this study address the followings;

- a. To determine the relationship between knowledge and attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- b. To determine the relationship between past experience and attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- c. To determine the relationship between personal value and attitude towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- d. To determine the relationship between attitude towards safety and health practices and intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- e. To determine the relationship between subjective norm and intention towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- f. To determine the relationship between perceived behavioral control and intention towards safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.
- g. To investigate whether attitude mediating knowledge, past experience and personal value with intention to adopt safety and health practices among manufacturing workers in the manufacturing companies in Kota Kinabalu.

1.6 Scope of the study

This research attempted to determine the factors that influence manufacturing workers intention to adopt safety and health practices by using the Theory Planned Behavior Model. Scope of this study was to reveal the safety and health practices intention of the manufacturing workers in adopting the safety and health practices.

My research areas will be made among the workers of manufacturing industry in Kota Kinabalu, Sabah. The target respondent is especially to the workers in manufacturing industry. The questionnaires were distributed to the manufacturing workers intention to adopt safety and health practices. Manufacturing workers are chosen because to test whether they have the intention to adopt safety and health practices in their workplace.

This study will collect data from the manufacturing workers based on the level position from management to temporary employee which are targeted in the surrounding area of Kota Kinabalu, Sabah. Statistical method will be used in this research to analyze the data and give the recommendations based on the findings that will be tested. The reason for the selection on manufacturing industry in Kota Kinabalu is because there still no research about that.

The manufacturing industry plays a big role in the development process of a country where successful development would contribute towards the economic growth generating additional demands for manufacturing activities. It is undeniable that the manufacturing industry is a very active and booming industry worldwide proceeding as one of the highest contributing industries towards the country's economy. It is also mentioned by Bank Negara Malaysia Annual Report 2014, stated that while the mining and commodity sectors have an important role in the economy, growth is expected to be sustained by the broad-based expansion in the services, manufacturing and construction sectors that now account for more than two thirds of the economy. Bank Negara Malaysia also sees the manufacturing sector contributing 1.2 percentage points. However, such achievements have also contributed much towards the safety issues where statistics showed that this industry has earned the reputation of being a highly hazardous industry due to its fatality and injuries rates among manufacturing workers.

This study focuses on the manufacturing industry because it is deemed that the state economy will be depending more on the manufacturing industry in the next few years. Hence, the respondents of this study are includes workers of manufacturing industry in surrounding area of Kota Kinabalu, Sabah. One of the reason for choosing them as respondents is because of their position and influence in this industry. These individuals could be the key success factor towards the implementation of safety and health practices.

1.7 Significant of the study

Safety and health practices have been widely performed by the manufacturing industry in Malaysia. As discussed, Malaysian government development mostly emphasized on occupational safety and health in the manufacturing industry that needs to be given more attention as it is a rapidly growing industry. Manufacturing industry seen as the most encouraging industry that boost a huge amount of Gross Domestic Product in Malaysia. In the announcement of Sabah's Budget 2015 within the theme of the 2015 Budget is "Focusing On Sustainable Development For The People's Well-being", the State Government strives to put effort and initiatives to ensure that development agenda continuously achieve its mission towards to realize vision of Wawasan 2020.

Thus, this study is conducted to determine the factors influencing workers intention to adopt safety and health practices in the manufacturing workers particularly in Kota Kinabalu, through collecting the data from manufacturing companies because this industry seen as the challenges industry that exposed towards hazard and accident in their operation. Besides that, the study of the manufacturing in Sabah is less compared to the overall Malaysia manufacturing industry. Moreover, this study intends to adopt theoretical framework from another study that will contribute towards the importance of safety and health practices in manufacturing industry. Therefore, by having all information about safety health practices in manufacturing will give additional information in form of statistical data throughout this research. Other than that, this research literally give information to the managerial about how important safety and health practices should be apply in the operation by shaping workers' attitude and eventually develop the intention to adopt these practices especially in the manufacturing industry. Hence, this research able to prove the relationship and impact it has on the intention to adopt safety and health practices which enable organization specifically company to improve on what they lack as to pursue competitiveness especially from foreign investors which is to obtain their interest in making investment in the manufacturing sector.