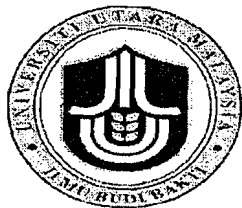


**ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED  
BEHAVIOR CONTROL IN PREDICTING RETURN TO  
WORK AMONG SOCSO'S INSURED PERSON**

**ANNIS FADILLA BINTI MOHD SUKERY**

**MASTER OF SCIENCE  
UNIVERSITI UTARA MALAYSIA  
2012**



Othman Yeop Abdullah  
Graduate School of Business

Universiti Utara Malaysia

## SUBMISSION OF PROJECT PAPER

Dean

Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok, Kedah

Tel: 6 04 9285129/5657

Fax: 6 04 9285220

[www.oyagsb.uum.edu.my](http://www.oyagsb.uum.edu.my)

(Attn: Mdm. Rodziah binti Taib)

Sir/Madam

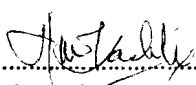
### SUBMISSION OF PROJECT PAPER

I ANNIS FADILLA BINTI MOHD SUKERY Matric No: 808274

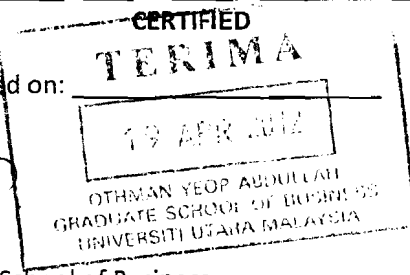
graduate student programme MASTER OF SCIENCE (OSH MANAGEMENT) hereby

submit the project paper title:

ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIOR CONTROL  
IN PREDICTING RETURN TO WORK AMONG SECSO INSURED PERSON

  
Candidate's signature

18 APRIL 2012  
Date

The above Project Paper is received on:	
Receiver:	
for:	
Dean	
Othman Yeop Abdullah Graduate School of Business	

**Note:** Graduate student of Master are to submit two (2) binded copies, one (1) binding copy and one (1) in soft copy/CD of the Project Paper entitled to Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia.

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

**ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED  
BEHAVIOR CONTROL IN PREDICTING RETURN TO  
WORK AMONG SOCSO'S INSURED PERSON**

**By**

**ANNIS FADILLA BINTI MOHD SUKERY**

**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
in Fulfillment of the Requirement for the Degree of Master of Science**

## PERMISSION TO USE

In presenting this project paper in partial fulfillment of the requirement for a postgraduate degree from Universiti Utara Malaysia, I agree that the University Library make a freely available for inspection. I further agree that permission for copying of this project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or, in their absence by the Dean of Othman Yeop Abdullah Graduate School of Business. It is understood that any copying or publication or use of this project paper or parts thereof for financial gain should not be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my project paper.

Request for permission to copy or to make other use of materials in this project paper, in whole or in part, should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman

## ABSTRAK

Niat untuk kembali bekerja adalah berdasarkan kemahuan pekerja untuk kembali bekerja semula setelah cuti sakit yang berpanjangan disebabkan oleh kecederaan sewaktu bekerja, kemalangan atau penyakit. Objektif kajian ini ialah i) mengkaji hubungan di antara sikap, norma subjektif, persepsi kawalan tingkah laku serta tahap niat untuk kembali bekerja dan ii) mengenalpasti faktor penentu tingkah laku yang paling signifikan (sikap, norma subjektif dan persepsi kawalan tingkah laku) yang mempengaruhi niat untuk kembali bekerja. Kajian keratan rentas ini telah dijalankan dikalangan 160 Orang Berinsurans PERKESO yang telah dikenalpasti oleh 35 pengurus kes untuk penyertaan program *Return To Work* di seluruh Malaysia. Teknik persampelan yang digunakan ialah sampel rawak berstrata secara perkadaran. Satu borang kaji selidik digunakan untuk mengukur sikap, norma subjektif, persepsi kawalan tingkah laku serta niat untuk kembali bekerja. Borang kaji selidik telah diagihkan kepada responden oleh pengurus kes. Analisis deskriptif digunakan untuk mengenalpasti tahap sikap, norma subjektif, persepsi kawalan tingkah laku serta niat untuk kembali bekerja. Analisis regresi digunakan untuk mengenalpasti penentu tingkah laku yang paling signifikan dalam mempengaruhi niat untuk kembali bekerja. Hasil kajian mendapati sikap dan norma subjektif telah mempengaruhi niat untuk kembali bekerja secara signifikan. Sikap juga merupakan faktor yang paling kuat dalam mempengaruhi niat untuk kembali bekerja. Penemuan kajian ini telah menyumbang ke arah penambahan pengetahuan kepada pembuat dasar serta penyelidikan pada masa hadapan dalam menambahbaik pengurusan kes di Malaysia.

## ABSTRACT

Intention to return to work is based on the determinations of employees to go back to work after prolongs sickness absence due to work injury, accident or illnesses. The aims of this study are i) to examine the relationship between attitude, subjective norms and perceived behavior control with the intention to return to work and ii) to identify the most significant factor of behavioral determinants (attitude, subjective norms and perceived behavioral control) that influences the intention to return to work. This cross-sectional study was done among 160 SOCSO's Insured Persons who have been attended by 35 case managers for participation in Return To Work Program in all over Malaysia. The sampling technique used in this study was proportionate stratified random sampling. A questionnaire was distributed to the respondent by the case managers. Descriptive analysis was used to determine the level of attitude, subjective norms, perceived behavior control and the intention to return to work. Regression analysis was used to identify which behavioral determinant would significantly influence the intention to return to work. The result showed that attitude and subjective norms have significantly influence the respondents' intention in performing return to work. Attitude has been found as the strongest factor in influencing the intention to return to work. The findings have contributed to add the body of knowledge for the policy makers and future research to improve the case management in Malaysia.

## ACKNOWLEDGEMENT

First and foremost, I would to praise my grateful to Allah S.W.T for giving me great strength, patience, good health and courage in completing this thesis.

I want to express my gratitude to my supervisor, Dr. Tan Fee Yean on her assistance, guidance, constructive comments and motivation in helping me to complete this study. I may face lots of challenges in analyzing the study and finishing this thesis without her encouragement and support throughout the semester.

Special thanks to Return To Work Department, Social Security Organization for giving me an opportunity, permission and cooperation in conducting a research among the Return To Work Program's participants. I also want to say thanks to all case managers who helping me in collecting the data for this research and also all Return To Work participants who were willing to be my respondents for this study.

I also want to express my appreciation to Dr. Chandrakantan a/l Subramaniam for teaching our class on research method and prepared us with the knowledge in conducting a research. Special thanks to all my friends in MOSH Cohort 6 for their support and motivation in helping me to complete this research.



## TABLE OF CONTENTS

## PAGE

Certification of Project Paper	ii
Permission to Use	iii
Abstrak	iv
Abstract	v
Acknowledgement	vi
Table of Contents	vii
List of Table	ix
List of Figures	x
List of Abbreviations	xi

### CHAPTER 1 : INTRODUCTION

1.1 Background of study	1
1.2 Problem statement	4
1.3 Research questions	6
1.4 Research objectives	6
1.5 Significant of study	6
1.6 Scope of study	8
1.7 Definition of key terms	8
1.8 Organization of the remaining chapters	9

### CHAPTER 2 : LITERATURE REVIEW

2.1 Introduction	10
2.2 Intention to return to work	10
2.3 Attitude	12
2.4 Subjective norms	13
2.5 Perceived behavior control	14
2.6 Relationship between attitude and intention to return to work	16
2.7 Relationship between subjective norms and intention to return to work	16
2.8 Relationship between perceived behavior control and intention to return to work	17
2.9 Underlying theory	18
2.10 Research framework	20
2.11 Conclusion	21

### CHAPTER 3 : METHODOLOGY

3.1 Introduction	22
3.2 Design of the study	22
3.3 Population and sample	23
3.4 Data collection	25
3.5 Questionnaire design	26

3.6	Measurements	28
3.7	Pilot study	29
3.8	Data analysis	31
3.9	Conclusion	31

## **CHAPTER 4 : FINDINGS**

4.1	Introduction	32
4.2	Findings	
4.2.1	Descriptive analysis	33
4.2.2	Reliability analysis	35
4.2.3	Correlation analysis	36
4.2.4	Regression analysis	37
4.3	Summary of hypothesis testing	38
4.4	Conclusion	39

## **CHAPTER 5 : DISCUSSION AND CONCLUSION**

5.1	Introduction	40
5.2	Discussion	40
5.3	Contribution of the study	43
5.4	Limitation of study	44
5.5	Conclusion	45

<b>REFERENCE</b>	46
------------------	----

## **APPENDICES**

Appendix A	Cover letter	52
Appendix B	Questionnaire	53

## LIST OF TABLES

## PAGE

Table 1.1	Definition of key terms	8
Table 3.1	Number of case managers in the SOCSO's branch	24
Table 3.2	Items in the questionnaire of the study	27
Table 3.3	Cronbach's alpha values for variables during pilot study	30
Table 4.1	Respondents' Profile	33
Table 4.2	Level of intention and behavioral determinants of respondent to return to work after prolong sickness absence	35
Table 4.3	Cronbach's alpha values for items in Intention, Attitude, Subjective norms and Perceived Behavior Control	36
Table 4.4	Relationship between the behavioral determinants towards the intention to return to work after prolongs sickness absence.	36
Table 4.5	Regression of behavioral determinants towards the intention to return to work after prolongs sickness absence.	38
Table 4.6	The summary of hypothesis testing	38

## LIST OF FIGURES

## PAGE

Figure 1.1	The Number of SOCSO's Insured Person Receiving Compensation from 2002 to 2010	1
Figure 1.2	Number of successful return to work cases after undergo Return To Work Program	3
Figure 2.1	Research framework supported by Theory Planned Behavior	20

## LIST OF ABBREVIATION

ATT	Attitude
INT	Intention
PBC	Perceived Behavior Control
RTW	Return to Work
SN	Subjective Norm
SOCSSO	Social Security Organization
TPB	Theory Planned Behavior

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND OF STUDY

The most significant problem among the employees is sickness absence due to work injury, accidents or illnesses. Based on Social Security Organization (2010), there are increasing numbers of accident, occupational injuries and disease from year 2002 to 2010, based on the increasing number of claim for Temporary Disablement Benefit, Permanent Disablement Benefit, Invalidity Pension and Invalidity Grant as shown in Figure 1.1.

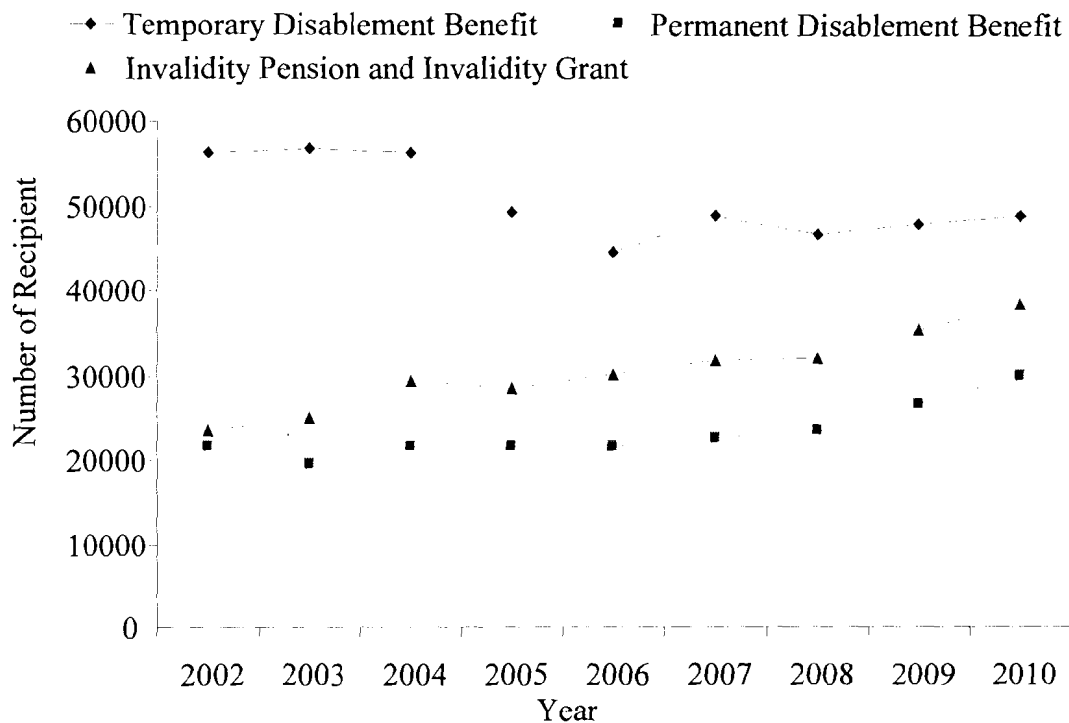


Figure 1.1

*The Number of SOCSO's Insured Person Receiving Compensation from 2002 to 2010*

This phenomenon has proved that there was more employees to be on prolong sick leaves and disable if no prevention measures took in action. Therefore, disability management has primarily concerned with return to work post-injury or illness. Prolong duration of sickness absence may affect the work efficiency and diminish the work skills. Increasing length of sick leaves may change the strength and the nature in predicting the characteristic for return to work (Giezen, Bouter & Nijhuis, 2000). The implementation of return to work measures might being affected because the injured workers may fail to return to work as expected. MacEachen *et al.* (2010) revealed the systemic and process-related problems of this issue through a qualitative study. The study shows that there were some problems in the workplace (i.e. not fit the requirement of early RTW policy and financial orientation of workplace), health care (i.e. lack of fit between time, resources and decision-making latitude available), and vocational retraining (i.e. to obtain employment in market) which appear to affect the workers in the form of a 'toxic dose' after recovered from injury. The study reaffirm about the worker's problem in experiencing return to work and bond them under framework of the 'toxic dose'.

In Malaysia, Return To Work Program has been launch by SOCSO in 2007 to assist the employee and the employer in holistic and comprehensive concept of disability management to prevent re-occurrence of turnover, fostering an early and safe return to employment, allowing the employees to maintain their benefits and income level, as well as their contact with co-workers. Return To Work Program is managed by the case managers, who have the responsibility to create individual rehabilitation plan to each SOCSO's Insured Person who is motivated to participate in the program and assisting them towards a goal of successful treatment, rehabilitation

The contents of  
the thesis is for  
internal user  
only



## REFERENCES

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 5, 179-211.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665-683.
- Ajzen, I., & Driver, B. L. (1992). Application of theory of planned behavior to leisure choice. *Journal of Leisure Research*, 24(3), 207.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. New Jersey: Prentice-Hall.
- Akabas, S. H., Gates, L. B., & Galvin, D. E. (1992). *Disability Management: A Complete System To Reduce Cost, Increase Productivity, Meet Employee Needs and Ensure Legal Compliance*. New York: AMACOM.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40, 471-479.
- Arnold, J., Loan-Clarke, J., Coombs, C., Wilkinson, A., Park, J., & Preston, D. (2006). How well can the theory of planned behavior account for occupational intentions? *Journal of Vocational Behavior*, 69, 374-390.
- Bandura, A. (1977). *Social Learning Theory*. New York: General Learning Press.
- Beck, L., & Ajzen, I. (1991). Predicting dishonest actions using the theory of planned behavior. *Journal of Research in Personality*, 25, 285-301.
- Bosscher, R. J., & Smit, J. H. (1998). Confirmatory Factor Analysis of the General Self-Efficacy Scale. *Behavior Research and Therapy*, 36, 339-343.
- Brouwer, S., Krol, B., Reneman, M. F., Bultmann, U., & Francke, R. (2009). Behavioral Determinants as Predictors of Return to Work After Long-Term Sickness Absence: An Application of the Theory of Planned Behavior. *Journal of Occupational Rehabilitation*, 19, 166-174.

- Chen, Y. J., & Tang, T. L. (2006). Attitude toward and propensity to engage in unethical behavior: Measurement invariance across major university students. *Journal of Business Ethics*, 69, 77-93.
- Committee on Communication for Behavior Change in the 21st Century. (2002). *Speaking of Health: Assessing Health Communication Strategies for Diverse Populations*. Washington DC: National Academies Press.
- De Rijk, A., Janssen, N., V., L. B., Alexanderson, K., & Nijhuis, F. (2009). A behavioral approach to RTW after sickness absence: The development of instruments for the assessment of motivational determinants, motivation and key actors' attitudes. *Work*, 33, 273-285.
- Delafruez, N., Paim, L. H., & Khatibi, A. (2011). A research modeling to understand online shopping intention. *Australian Journal of Basic and Applied Sciences*, 5(5), 70-77.
- Du Bois, M., Szpalski, M., & Donceel, P. (2009). Patients at risk for long-term sick leave because of low back pain. *The Spine Journal*, 9, 350-359.
- Fayolle, A. (2007). *Entrepreneurship and new value creation: The dynamic of the entrepreneurial process*. England: Cambridge University Press.
- Florida Partnership for Safety and Health. (2012). *Florida Partnership for Safety and Health Workplace Safety Manual*. Retrieved January 28, 2012, from Public Entity Risk Institute: [https://www.riskinstitute.org/peri/component/option,com\\_bookmarks/Itemid,44/catid,22/navstart,0/task,detail/mode,0/task,detail/mode,0/id,627/search,\\*/](https://www.riskinstitute.org/peri/component/option,com_bookmarks/Itemid,44/catid,22/navstart,0/task,detail/mode,0/task,detail/mode,0/id,627/search,*/)
- Franché, R., & Krause, N. (2002). Readiness for return to work following injury or illness: Conceptualizing the interpersonal impact of health care, workplace and insurance factors. *Journal of Occupational Rehabilitation*, 12(4), 233-256.
- Franché, R., Corbiere, M., Lee, H., Breslin, F. C., & Hepburn, C. G. (2007). The Readiness for Return-To-Work (RRTW) scale: Development and validation of self-report staging scale in lost-time claimants with musculoskeletal disorders. *Journal of Occupational Rehabilitation*, 17, 450-472.
- Francis, J. J., Eccles, M. P., Johnston, M., Walker, A., Grimshaw, J., Foy, R., et al. (2004). *Constructing questionnaires based on the theory planned behaviour: A manual for health researchers*. Newcastle: Centre for Health Services Research, University of Newcastle.

- George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference 11.0 update 4th Edition*. Boston: Allyn & Bacon.
- Giezen, A. M., Bouter, L. M., & Nijhuis, F. J. (2000). Prediction of return to work of low back pain patients sicklisted for 3-4 months. *Pain*, 87, 285-294.
- Hayden, J. (2009). *Introduction to Health Behavior Theory*. Massachusetts: Jones And Bartlett Publishers.
- Jalalian, M., Latiff, L., Hassan, S. T., Hanachi, P., & Othman, M. (2010). Development of a questionnaire for assessing factors predicting blood donation among university students : A pilot study. *The Southeast Asian Journal of Tropical Medicine and Public Health*, 4(3), 660-666.
- Krause, N., Frank, J. W., Dasinger, K., Sullivan, T. J., & Sinclair, S. J. (2001). Determinants of Duration of Disability and Return-To-Work After Work-Related Injury and Illness: Challenges for Future Research. *American Journal of Industrial Medicine*, 40, 464-484.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-610.
- Labriola, M., Lund, T., Christensen, K. B., Albertsen, K., Bultmann, U., Jensen, J. N., *et al.* (2007). Does Self-Efficacy Predict Return-To-Work After Sickness Absence? A Prospective Study Among 930 Employees With Sickness Absence For Three Weeks or More. *Work*, 29, 233-238.
- Leedy, P. D., & Ormrod, J. E. (2005). *Practical research: Planning and design*. New Jersey: Prentice Hall.
- Lin, C. S., & Chen, C. (2010). Application of Theory of Planned Behavior on the Study of Workplace Dishonesty. *International Conference on Economics, Business and Management* (pp. 66-69). Manila: IAC A IT Press.
- Li-Tsang, C. W., Chan, H. H., Lam, C. S., Lo-Hui, K. Y., & Chan, C. C. (2007). Psychosocial aspects of injured workers' returning to work (RTW) in Hong Kong. *Journal of Occupational Rehabilitation*, 17, 279-288.
- MacEachen, E., Kosny, A., Ferrier, S., & Chambers, L. (2010). The "toxic dose" of system problems: Why some injured workers as expected. *Journal of Occupational Rehabilitation*, 20, 349-366.

- Martin, R. J., Nelson, S., LaPlante, D., Usdan, S., Umstattd, M. R., Perko, M., *et al.* (2010). Using the Theory of Planned Behavior to Predict Gambling Behavior. *Psychology of Addictive Behaviors*, 24 (1), 89–97.
- Moore, J. N., Raymond, M. A., Mittelstaedt, J. D., & Tanner Jr, J. F. (2002). Age and consumer socialization agent influences on adolescents' sexual knowledge, attitude and behavior: Implications for social marketing initiative and public policy. *Journal of Public Policy & Marketing*, 21, 37-52.
- Organisation for Economic Co-operation and Development. (2009). *Sickness, Disability and Work : Keeping On Track in the Economic Downturn. High-Level Forum* (p. 9). Stockholm: Directorate for Employment, Labour and Social Affairs. .
- Ramayah, T., Yusof, Y. M., Jamaluddin, N., & Ibrahim, A. (2009). Applying the Theory of Planned Behavior (TPB) to Predict Internet Tax Filing Intentions. *International Journal of Management*, 26(2), 272-284.
- Sekaran, U. (1992). *Research Method For Business : A Skill-Building Approach*. Canada: John Wiley & Sons, Inc.
- Sherer, M., Maddux, J. E., Mercandante, B., Prentice-Dunn, S., Jacobs, B., & Rogers, R. W. (1982). The Self-Efficacy Scale: Construction and Validation. *Psychological Reports*, 51, 663-671.
- Smith, J. R., Terry, D. J., Manstead, A. S., Louis, W. R., Kotteman, D., & Wolfs, J. (2008). The attitude-behavior relationship in consumer conduct: The role of norms past behavior and self identity. *The Journal of Social Psychology*, 148(3), 311-333.
- Social Security Organization. (2010). *Laporan Tahunan 2010*. Kuala Lumpur: Social Security Organization.
- Social Security Organization. (2012). *Return To Work*. Retrieved March 31, 2012, from Portal Rasmi Pertubuhan Keselamatan Sosial: <http://www.perkeso.gov.my/ms/return-to-work.html>.
- Southey, G. (2011). The Theories of Reasoned Action and Planned Behaviour Applied to Business Decisions: A Selective Annotated Bibliography. *Journal of New Business Ideas & Trends*, 9(1), 43-50.

- Unit of Statistic, Return To Work Department, Social Security Organization . (2012). *Statistik pencapaian Program Kembali Bekerja PERKESO bagi tempoh 2007-2011*. Kuala Lumpur: Social Security Organization .
- Van Hooft, E. A., & De Jong, M. (2009). Predicting job seeking for temporary employment using the theory of planned behaviour: The moderating role of individualism and collectivism. *Journal of Occupational and Organizational Psychology* , 82. 295-316.
- Van Hooft, E. A., & Jong, M. D. (2009). Predicting job seeking for temporary employment using the theory of planned behaviour: The moderating role of individualism and collectivism. *Journal of Occupational and Organizational Psychology*, 82, 295-316.
- Van Hooft, E. A., Born, M. P., Taris, T. W., Flier, H. V., & Blonk, R. B. (2004). Predictors of job search behavior among employed and unemployed people. *Personnel Psychology*, 57, 25-59.
- Van Teijlingen, E., Rennie, A., Hundley, V., & Graham, W. (2001). The importance of conducting and reporting pilot studies: the example of the Scottish Births Survey. *Journal of Advanced Nursing*, 34(4) : 289-295.
- Vermeulen, S. J., Anema, J. R., Schellart, A. J., Knol, D. L., W., M., & Beek, A. J. (2011). A Participatory Return To Work Intervention for Temporary Agency Workers and Unemployed Workers Sick-Listed Due to Musculoskeletal Disorders: Results of a Randomized Control Trial. *Journal of Occupational Rehabilitation*, 21, 313-324.
- Walker, G. J., Courneya, K. S., & Deng, J. (2006). Ethnicity, gender and the theory of planned behavior: the case of playing the lottery. *Journal of Leisure Research*, 38(2), 224.
- Warr, P., Cook, J., & Wall, T. (1979). Scales for The Measurement of Some Work Attitudes and Aspects of Psychological Well-being. *Journal of Occupational Psychology*, 52, 129-148.
- Westmorland, M. G., Williams, R. M., Amick, B. C., Shannon, H., & Rasheed, F. (2005). Disability Management Practices in Ontario Workplaces: Employees' Perception. *Disability and Rehabilitation*, 27(14), 825 – 835.
- Wilson, B. A. (2008). Predicting intended unethical behavior of business students. *Journal of Education for Business*, 187-195.

Workplace Health, Safety and Compensation Commission. (n.d.). *Employability Partnership*. Retrieved November 28, 2011, from [http://www.employabilitypartnership.ca/Guide to Establish a Disability Management Program.pdf](http://www.employabilitypartnership.ca/Guide%20to%20Establish%20a%20Disability%20Management%20Program.pdf)

Zimet, G. D., Dahlem, N. W., Zimet, S. G., & Farley, G. K. (1988). The Multidimensional Scale of Perceived Social Support. *Journal of Personality Assessment*, 52(1), 30-41.