SAFETY AWARENESS AT WORKPLACE

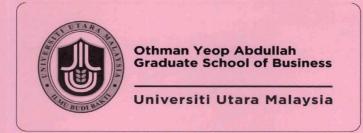A CASE STUDY AT CELCOM AXIATA BERHAD

A project paper submitted to the College of Business in partial fulfillment of the

requirements for the degree of Master of Science (Management)

Universiti Utara Malaysia

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ABSTRACT

The need to ensure that places of work are free from accidents is obvious and it has been found that accident could contribute to trauma, low productivity and high staff turnover, which in turn leads to medical claims and compensation claims that needs to be paid by the employer. The purpose of this research is to examine the relationship between safety culture, Occupational Safety and Health (OSH) training, employee involvement and safety awareness at workplace. Safety awareness considered vital element in every organization to enhance their employees' performance. The research applied quantitative methodology to examine the relationship between independent variables and dependent variable. The questionnaire consists of 31 questions that are divided into 5 sections, covering areas of demographic factors, safety culture, OSH training, employee involvement and safety awareness at workplace. A total of 104 employees from Celcom Axiata Berhad were selected randomly as a sample of the study. The research indicates that safety culture, Occupational Safety and Health (OSH) training and employee involvement have a significant positive relationship on safety awareness at workplace.

ABSTRAK

Perlunya tempat kerja yang bebas dari kemalangan adalah amat jelas kerana kemalangan boleh menyumbang kepada truma, produktiviti yang rendah, kadar berhenti kerja yang tinggi, tuntutan perubatan dan pampasan yang perlu dibayar oleh majikan. Tujuan kajian ini dijalankan untuk menentukan hubungan antara budaya keselamatan, latihan kesihatan dan keselamatan pekerjaan, penglibatan pekerja dan kesedaran keselamatan di tempat kerja. Kesedaran keselamatan dianggap elemen penting bagi setiap organisasi untuk meningkatkan prestasi para pekerja. Kajian ini mengapplikasikan metodologi kuantitatif bagi menentukan hubungan diantara pembolehubah tidak bersandar dan pembolehubah bersandar. Sampel kajian telah diberikan set soal selidik yang mengandungi 31 soalan dan terdiri dari 5 bahagian iaitu faktor demografi, budaya keselamatan, latihan keselamatan dan kesihatan pekerjaan, penglibatan pekerja dan kesedaran keselamatan di tempat kerja. Kajian yang dijalankan telah menunjukkan budaya keselamatan, latihan keselamatan dan kesihatan pekerjaan, penglibatan pekerja mempunyai perhubungan yang positif dengan kesedaran keselamatan di tempat kerja.

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INTRODUCTION

1.1. Research Background

A safe and healthy workplace is an injury and illness free workplace. Safety is assured by providing: (1) plant or equipment which is fit for purpose; (2) systems and procedures for operation and maintenance of plant, and management of all associated activities; and as well as (3) people who are competent to operate the plant and equipment and to implement the systems and procedures (Van Steen, 1996).

Safety awareness at workplace is an issue affecting all kind of businesses globally now days. Implementing an Occupational Safety and Health (OSH) management system is now a legal requirement in many countries. Occupational safety has in recent years become an increasingly important aspect in both private and public sectors. Occupational safety is a key component of social responsibility (Mika, 2003). Safety's aim is to reduce the accidents among employees at the workplace. According to McSween (2003), unsafe work behavior is according to the result of (1) physical environment, (2) the social environment and (3) workers' experience within these environments.

As telecommunication is the most rapid developed industry in the country and one of the major industries that contribute the highest Malaysia GDP, it plays an important role in generating the country's income. Statistics released by worker's safety and health related

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