



**UNDERSTANDING EMPLOYEES COMPLIANCE WITH SAFETY BEHAVIOR
IN A TELECOMMUNICATION INDUSTRY.**

**A project paper submitted to the College of Business in partial fulfillment of
the requirements for the degree of Master of Human Resource Management**

Universiti Utara Malaysia

BY:

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Understanding Employees
Compliance With Safety
Behaviour in A
Telecommunication
Industry



KOLEJ PERNIAGAAN
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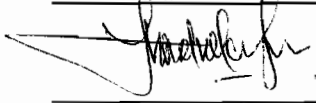
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ABSTRACT

Much attention has been focused on worker perceptions of workplace safety. However; relatively limited studies focus on service sector in Malaysia although this sector contributes to quite high accident rates reported by the Social Security Organization (SOCSO) of Malaysia. This study is a replication study of Hayes et al. (1998) which adapting the 50-item instruments called Work Safety Scale (WSS) namely on job safety, coworker safety, supervisor safety, management safety practices and satisfaction with the safety program that assesses employees' perceptions on work safety behavior. The purpose of this study is to examine whether all factors related to the employees' perceptions towards safety influence compliance with safety behavior among 135 property operation workers in one telecommunication industry in Malaysia.

Based on the analysis it was found that satisfaction with safety programs, management safety practices and coworker safety each made significant contributions to compliance with safety behavior. Hierarchically, these three factors are found to be among the strongest predictor variables to compliance with safety behavior in this industry. Recommendations and implications for future research and practice were also discussed.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Compliance with safety behavior is defined as the extent to which employee comply with any safety regulations, rules, acts, code of safety practices as in the guidelines of their company. Safety compliance is attained when employees pursue safety-related rules and commonly work in an undisruptive manner. (Kelloway & Francis, 2008). The horrific consequences of non-compliance behavior had been found in several well known disasters such as Chernobyl and Bhopal. Back in April 26, 1986, a nuclear reactor accident in Chernobyl, Ukraine was found to be the cause to vulgar infringement of operating rules and regulation, as reported by INSAG (International Nuclear Safety Advisory Group). Other factors stressed out by INSAG are: human factor had been considered as major element and flowed from a deficient safety culture were the reasons (Ali, Abdullah & Subramaniam, 2009). For Bhopal disaster that claims at least 2,500 people on 3rd December 1984, part of the specific item which caused the tragedy lies on insufficient attention to safety in the process design and also dangerous and irresponsible operating procedures where the refrigeration system that should have cooled the storage tank was shut down to save energy cost (Rice, 2006; Goetsch, 2008). Both these major disasters were the cause to non

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