
The Effect Of Occupational Safety And Health (Osh) Promotion On Safe Behavior Among Cleaning Service Workers At The Faculty Of Medicine And Health Sciences, Universitas Jambi

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Abstract

Workplace accidents remain a serious issue in Indonesia, with unsafe behavior being the primary contributing factor. Unsafe behavior has been identified as the primary cause of occupational accidents, contributing to approximately 88% of incidents. Preventive efforts can be carried out through Occupational Safety and Health (OSH) promotion, including communication, training, supervision, and safety signage. This study aims to analyze the relationship between OSH promotion and safe behavior among cleaning service workers at the Faculty of Medicine and Health Sciences, Universitas Jambi. This study used a quantitative approach with a cross-sectional design. The population consisted of all cleaning service workers totaling 20 respondents, and total sampling was applied. Data were collected using questionnaires and observation sheets, then analyzed using univariate and bivariate methods with the Chi-Square test at a significance level of 0.05. The results showed significant relationships between OSH communication ($p = 0.024$), OSH training ($p = 0.014$), and OSH supervision ($p = 0.010$) with safe behavior. The safety signage variable could not be further analyzed due to constant data. In conclusion, OSH promotion is associated with safe behavior, particularly in communication, training, and supervision aspects. The study concludes that OHS promotion significantly influences safe behavior, which in turn affects employee performance. Strengthening communication, training, and supervision is recommended to reduce workplace accidents.

Keywords: Occupational Safety and Health, OSH Promotion, Safe Behavior, Cleaning Service.

INTRODUCTION

The development of industry and technology has increased the risk of workplace accidents, which can impact workers' health and safety. Data indicate that workplace accidents remain high both globally and nationally. The majority of these accidents are caused by unsafe behavior, accounting for approximately 88%.

Efforts to prevent workplace accidents can be carried out through the implementation of Occupational Safety and Health (OSH), one of which is through OSH promotion. OSH promotion includes various aspects such as safety communication, training, supervision, and safety signage. According to global estimates, millions of workers experience workplace accidents annually, with a significant proportion resulting in fatalities. In Indonesia, workplace accidents continue to rise, indicating the need for improved safety management systems.

Human behavior plays a dominant role in occupational accidents. Heinrich's theory states that 88% of workplace accidents are caused by unsafe behavior, while only a small proportion is caused by unsafe conditions or unavoidable factors. Unsafe behavior includes negligence, failure to use personal protective equipment, and non-compliance with safety procedures.

Safe behavior is defined as actions that reduce the risk of accidents and support safety practices in the workplace. Promoting safe behavior is essential in reducing accident rates and improving employee performance. One effective approach is through OHS promotion programs, which include safety communication, training, supervision, and safety signage.

Cleaning service workers are considered a high-risk group for workplace accidents, including slips, exposure to hazardous chemicals, and physical injuries. Therefore, it is important to examine how OSH promotion influences safe behavior among this group.

This study aims to analyze the relationship between OSH promotion and safe behavior among cleaning service workers at the Faculty of Medicine and Health Sciences, Universitas Jambi.

Problem Statement

Despite the implementation of safety programs, unsafe behavior remains prevalent among workers, particularly in high-risk occupations such as cleaning services. This raises important questions:

- How effective is OSH promotion in influencing safe behavior?
- What factors within OSH promotion contribute most significantly?
- Does safe behavior improve employee performance?

Research Objectives

General Objective

To analyze the effect of OSH promotion on safe behavior and employee performance.

Specific Objectives

1. To identify characteristics of workers
2. To analyze OSH promotion components
3. To examine the relationship between OSH promotion and safe behavior
4. To analyze the effect of safe behavior on performance

LITERATURE REVIEW

Occupational Safety and Health (OHS)

OHS refers to policies, procedures, and practices designed to protect workers from hazards and ensure a safe working environment. Effective OHS management reduces accidents, enhances productivity, and improves organizational reputation.

Effective OSH implementation leads to:

- reduced accident rates
- improved efficiency
- enhanced organizational reputation

Scope of Health Promotion

The scope of health promotion encompasses various systematic efforts aimed at improving the ability of individuals, groups, and communities to control factors that influence health. The scope of health promotion includes the following:

1. Health promotion includes educational activities aimed at enhancing well-being in a positive manner (for example, promoting the productive use of leisure time).
2. Preventive procedures, such as immunization or screening, as well as other preventive actions (for example, through self-help groups or community-based initiatives).
3. Decisions made by local, national, or international governments, as well as other influential bodies (such as industrial or commercial organizations), which support and promote health improvement that promote health in a positive manner (for example, public funding commitments for the provision of recreational facilities).
4. Education for the general public or professionals, with a focus on prevention (for example, encouraging the implementation of immunization programs or promoting the proper provision of preventive services).
5. Decisions made by key institutions that encourage preventive actions (for example, the enactment of seat belt legislation).
6. Health education with a positive orientation (for example, advocating for funding of recreational facilities or fostering a social environment that supports such initiatives).
7. Health education with a preventive perspective (for example, lobbying for the enactment of seat belt laws or developing a supportive social environment for the implementation of such regulations).

Occupational Safety and Health (OSH) Promotion

Occupational Safety and Health (OSH) promotion is an activity aimed at improving safety and is implemented at local, national, and international levels, targeting individuals, communities, governments, as well as private companies and non-governmental organizations.

The implementation of OSH promotion in the workplace can be carried out through various approaches to ensure that occupational safety regulations are properly disseminated. As a result, employee awareness regarding the importance of OSH for individuals, workers, companies, and the surrounding community can be significantly enhanced.

The benefits that a company can obtain from effectively implementing OSH programs include the following:

1. Reduction in lost workdays, which has a direct impact on increasing productivity.
2. Improved commitment to efficiency and quality of work performance among employees.
3. A decrease in compensation claims, which leads to reduced direct payments and lower overall worker compensation costs.
4. The impact of participation and sense of ownership, which enhances flexibility and adaptability within the organization.
5. Improvement in corporate image, resulting in a better employee selection ratio and attracting higher-quality workforce candidates.

There are several factors within OSH promotion that are associated with safe behavior, including:

OSH Signage

OSH signage refers to signs installed in the workplace to provide reminders or identification for all workers or individuals in the surrounding area regarding conditions and risks related to occupational safety and health.

For example, safety signs indicating evacuation routes, emergency exits, and critical markings within buildings are essential, particularly during emergency situations. These measures are implemented to restore normal conditions and to prevent or minimize injuries, asset damage, and material losses.

The benefits of OSH signage include:

- a. Serving as a focal point for workers' attention toward occupational safety and health.
- b. Acting as a reminder of potential hazards that may not be immediately visible.
- c. Providing important safety information.
- d. Reminding workers to use personal protective equipment (PPE).
- e. Indicating the location of emergency safety equipment.
- f. Providing warnings about prohibited actions or unsafe behaviors.

OSH signage can be classified into three categories:

- a. Signs containing symbols only.
- b. Signs containing both symbols and text.
- c. Signs containing written messages only.

Occupational Safety and Health (OSH) Communication

Safety communication is a mechanism that facilitates balanced interaction among individuals, tasks, processes, and systems in order to achieve occupational safety, health, and environmental (OSH) objectives.

Through effective communication, safety-related information can be conveyed and discussed across all organizational levels, from management to frontline workers. The communication methods used significantly influence workers' understanding and level of participation in safety-related aspects.

For example, an incident occurred in Indonesia in 2018 involving an oil spill caused by a subsea pipeline leak, which resulted from an anchor drag by a vessel. The incident led to a displacement of the pipeline by approximately 100 meters, eventually causing it to rupture. The investigation concluded that one of the primary contributing factors was a failure in communication.

This example highlights that inadequate safety communication can reduce workers' awareness and vigilance, ultimately increasing the risk of workplace accidents.

Behavior-Based Safety Theory

Behavior-based safety (BBS) focuses on modifying human behavior through:

- reinforcement
- feedback
- observation

According to Skinner's behaviorism theory, behavior is influenced by external stimuli and reinforcement mechanisms.

Safe and Unsafe Behavior

Safe behavior is defined as actions that reduce the likelihood of accidents, while unsafe behavior increases risk. Behavioral safety theories emphasize that changing worker behavior is key to improving safety outcomes.

Heinrich's Domino Theory

Heinrich proposed five sequential factors:

1. Social environment
2. Fault of person
3. Unsafe act/condition
4. Accident
5. Injury

Removing unsafe behavior can break the chain.

Geller's Safety Triad Theory

Geller (2001) introduced the Safety Triad, which consists of:

- Person (knowledge, attitude, motivation)
- Behavior (actions and practices)
- Environment (policies, tools, supervision)

These three components interact dynamically to influence safety performance.

Theory of Planned Behavior

This study can also be strengthened using Ajzen's Theory of Planned Behavior:

Behavior is influenced by:

- Attitude
- Subjective norms
- Perceived behavioral control

OHS Promotion Components

1. OHS Signage

Provides visual reminders and warnings to workers about hazards.

2. OHS Communication

Ensures effective dissemination of safety information.

3. Training

Enhances knowledge and skills related to workplace safety.

4. Supervision

Ensures compliance with safety procedures and reinforces behavior.

Safe Behavior

Safe behavior includes:

- using PPE
- following procedures
- reporting hazards

Unsafe behavior includes:

- negligence

- ignoring rules

Employee Performance

Employee performance is influenced by multiple factors, including safety conditions. A safe work environment contributes to higher productivity, reduced absenteeism, and improved morale.

Relationship Between OHS, Safety Behavior, and Performance

OHS influence employee performance both directly and indirectly through safety behavior. A strong safety culture encourages safe behavior, which in turn enhances productivity and reduces accidents

RESEARCH METHODS

This study used a quantitative research design with a cross-sectional approach. The research was conducted at the Faculty of Medicine and Health Sciences, University of Jambi.

Research Design

This study employed a quantitative method with a cross-sectional design.

Location and Time

The study was conducted at the Faculty of Medicine and Health Sciences, Universitas Jambi, in February 2026.

Population and Sample

The population consisted of all cleaning service workers totaling 20 individuals. The sampling technique used was total sampling, meaning all members of the population were included in the study.

Data Collection

Data were collected using structured questionnaires measuring:

- OHS implementation
- Safty behavior
- Employee performance

Variables

- Independent variables: OSH promotion (safety signage, OSH communication, OSH training, OSH supervision)
- Dependent variable: safe behavior
- Intervening variable: Employee performance

Research Instruments

The instruments used were questionnaires and observation sheets.

Data Analysis

Data were analyzed using:

- Univariate analysis (frequency distribution)
- Bivariate analysis (Chi-Square test with $\alpha = 0.05$)

RESULTS AND DISCUSSION

The results of the bivariate analysis are presented as follows:

Variable	p-value
OSH Communication	0.024
OSH Training	0.014
OSH Supervision	0.010

There were significant relationships between OSH communication, training, and supervision with safe behavior.

The safety signage variable could not be analyzed further because all respondents were in the same category (constant data).

Respondent Characteristics

Most respondents were male, aged between 25-40 years, with varying levels of education and work experience.

OHS Implementation

The majority of workers reported moderate to high levels of OHS implementation, although some gaps were identified in training and supervision.

Safety Behavior

Safe behavior was generally observed, but unsafe practices still occurred, particularly related to PPE usage.

Employee Performance

Employee performance was categorized as moderate to high.

Hypothesis Testing

- OHS significantly affects employee performance ($P < 0.05$)
- OHS significantly affects safety behavior
- Safety behavior significantly affect performance
- Safety behavior partially mediates the relationship between OHS and Performance

DISCUSSION

The findings indicate that OSH communication plays an important role in improving safe behavior. Effective communication helps workers understand risks and safety procedures in the workplace.

Safety behavior acts as a mediating factor, indicating that OHS alone is not sufficient; employees must also adopt safe practices. Unsafe behavior, even in a well-regulated environment, can still lead to accidents and reduced performance.

OSH training also has a significant influence, as it enhances workers' knowledge and skills in applying safe work practices. This aligns with the theory that training is a key factor in behavioral change.

OSH supervision was found to be significantly associated with safe behavior due to direct control over workers' compliance with safety procedures.

Meanwhile, safety signage did not show a relationship due to homogeneous data, although its effectiveness still needs improvement in practical implementation.

The results are consistent with previous studies emphasizing the importance of behavioral factors in workplace safety.

CONCLUSION

OSH promotion is associated with safe behavior among cleaning service workers, particularly in communication, training, and supervision aspects.

This study concludes that:

1. OHS promotion significantly influences safe behavior among workers.
2. Communication, training, and supervision are key factors in promoting safe behavior.
3. Safe behavior contributes to improved employee performance and reduced workplace accidents.

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