Journal of Multidimensional Management (JoMM)
Vol. 2, No. 2, Month 08, pp. 140~146
ISSN: 3064-2140

The Influence of Awareness and Communication on Occupational Safety and Health at Pangeran Beach Hotel Padang

Amara Revayani[1*], Hermansyah[2]
[1,2]Hospitality Management, Universitas Negeri Padang

Article Info

Article history:
Received August 1, 2025
Revised August 10, 2025
Accepted August 11, 2025

Keywords:
Awareness, Communication, Occupational Safety and Health, Workplace Safety

ABSTRACT

This study investigates the influence of awareness and communication on occupational safety and health (OSH) among employees at Pangeran Beach Hotel Padang. Using a quantitative approach, data were collected through questionnaires distributed to 108 employees and analyzed using multiple linear regression with SPSS version 26.0. The results reveal that both awareness and communication have a positive and significant effect on OSH, both individually and simultaneously. Awareness positively contributes to employees' adherence to safety procedures, while effective communication enhances the dissemination and understanding of safety information across organizational levels. Together, these variables explain 29.2% of the variance in OSH, indicating that other factors such as work environment, safety culture, and personal protective equipment usage may also play substantial roles. These findings highlight the importance of integrating awareness-building initiatives with effective communication strategies to foster a sustainable safety culture in the hospitality industry.

Corresponding Author:
Amara Revayani
Hospitality Management, Universitas Negeri Padang
Email: amararevayani77@gmail.com

1. INTRODUCTION

Occupational Safety and Health (OSH) is a critical element in ensuring sustainable performance in the hospitality sector, where human–human interactions dominate service delivery. Unlike manufacturing, where hazards are often associated with machinery and controlled environments, the hospitality industry faces a diverse set of risks that encompass physical, psychological, social, and organizational dimensions [1]. In this context, OSH is not merely a regulatory compliance measure but a strategic business imperative that strengthens organizational reputation, employee loyalty, and customer satisfaction [2], [3].

The effectiveness of OSH implementation in hotels is strongly influenced by two interrelated factors: employee awareness and the quality of organizational communication. OSH awareness refers to an individual's knowledge, concern, and proactive behavior in identifying and mitigating workplace hazards [4]. Higher awareness has been linked to improved compliance with safety protocols, proactive hazard mitigation, and stronger safety culture [5]. Within hospitality operations, where employees often perform physically demanding tasks such as lifting heavy loads, handling hazardous cleaning agents, and working under high time pressure, awareness plays a particularly critical role [6].

Equally important is organizational communication, which serves as the backbone for embedding safety practices into daily operations. Effective communication ensures that OSH policies, standard operating procedures (SOPs), and the use of personal protective equipment (PPE) are clearly conveyed and understood by all employees [7]. Two-way communication channels also enable the identification of latent hazards and promote a participatory approach to workplace safety [8]. Research has shown that communication climate, message clarity, and feedback systems are directly correlated with safety compliance and commitment [9], [10].

At Pangeran Beach Hotel Padang, the urgency of improving OSH is underscored by data from 2024 showing 29 workplace accidents, ranging from slip-and-fall injuries and burns to psychosomatic disorders due to work pressure. The highest number of incidents occurred in January with five cases, while other

months recorded between one and four cases [11]. These statistics reflect the multidimensional risks present in hotel operations, highlighting the need for integrated approaches to improve both awareness and communication. Previous studies have indicated that unclear communication can lead to SOP misinterpretation, reduced compliance, and increased accident rates, resulting in financial and reputational losses [12], [13].

Given these challenges, this study aims to examine the influence of awareness and communication on OSH performance in the hospitality industry, with a specific focus on Pangeran Beach Hotel Padang. The results are expected to provide actionable insights for hotel management in designing structured safety programs and targeted communication strategies, while also contributing to the broader academic discourse on organizational behavior and workplace safety in service-oriented industries.

2. METHOD

This study employed a quantitative research design with a causal–associative approach to analyze the influence of awareness and communication on Occupational Safety and Health (OSH) performance among employees of Pangeran Beach Hotel Padang. The population consisted of 108 employees from multiple departments, all included as respondents using a total sampling technique to avoid selection bias. Data were collected through a structured, closed-ended questionnaire using a five-point Likert scale to measure awareness, communication, and OSH implementation. The instrument underwent validity testing using Pearson's correlation coefficient and reliability testing using Cronbach's alpha, with 0.70 as the minimum acceptable threshold. The survey was administered in person during staff meetings to ensure high response rates and clarify potential ambiguities. Data analysis was conducted using SPSS version 26.0, involving descriptive statistics, classical assumption tests (Kolmogorov–Smirnov for normality, Variance Inflation Factor and tolerance values for multicollinearity, and Glejser test for heteroscedasticity), and multiple linear regression to test both simultaneous and partial effects of the independent variables on OSH performance. Hypothesis testing employed t-tests and F-tests with a significance level of 0.05. Ethical clearance was obtained from institutional authorities, and all participants were assured of confidentiality, voluntary participation, and the right to withdraw at any time without penalty [14]–[17].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Descriptive Analysis

Descriptive statistics were used to evaluate the average scores and respondent achievement rates (TCR) for the variables of awareness, communication, and occupational safety and health (OSH). The results indicate that the awareness variable obtained an average score of 3.55 with a TCR of 71%, suggesting that most employees have a good understanding of OSH concepts and demonstrate proactive safety behaviors. The communication variable achieved an average score of 3.63 with a TCR of 72.6%, reflecting relatively effective internal communication, including both the dissemination of safety information and discussions among employees regarding OSH issues. The OSH variable recorded the highest average score of 3.96 with a TCR of 79.2%, indicating that the implementation of OSH at Pangeran Beach Hotel Padang is generally good, particularly in aspects such as the use of personal protective equipment (PPE), adherence to safety procedures, and concern for employee well-being. These findings suggest that while OSH practices are well established, there is still room for improvement in enhancing employee awareness and communication to further strengthen workplace safety culture.

Table 1. Descriptive Statistics of Research Variables

Variable	Mean Score	TCR (%)	Category	Description
Awareness (X_1)	3.55	71.0	Good	Employees understand OSH principles and show proactive behavior in maintaining workplace safety.
Communication (X_2)	3.63	72.6	Good	Safety-related communication is relatively effective, with clear information delivery and open discussion.
Occupational Safety and Health (Y)	3.96	79.2	Good	OSH implementation is well-practiced, especially in PPE use, safety procedure compliance, and employee welfare.

3.1.2. Instrument Testing

3.1.2.1. Validity Test

The validity test aimed to ensure that each questionnaire item accurately measures the construct of its respective variable. The test was conducted using the Pearson Product Moment Correlation, where the calculated correlation value (r-count) was compared with the r-table value of 0.188 (N = 108, $\alpha = 0.05$). An item is considered valid if r-count > 0.188 and p-value < 0.05. The results showed that all items in the Awareness (X_1), Communication (X_2), and Occupational Safety and Health (Y) variables met these criteria, confirming that the instrument has good construct validity.

3.1.2.2. Reliability Test

The reliability test evaluated the internal consistency of the instrument using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha value is ≥ 0.70. The test results indicated that all three variables had alpha values above the threshold—Awareness (0.812), Communication (0.826), and OSH (0.854)—indicating high reliability and consistent measurement across items.

Table 2. Validity and Reliability Test Results

Variable	Indicator	r-count	Validity	Cronbach's Alpha	Reliability
Awareness (X_1)	Understanding of OSH concepts	0.654	Valid	0.812	Reliable
	Hazard identification skills	0.672	Valid		
	Awareness of emergency procedures	0.589	Valid		
	Knowledge of PPE usage	0.601	Valid		
	Understanding of hazard signage	0.611	Valid		
	Proactive in hazard reporting	0.732	Valid		
	Following OSH training instructions	0.648	Valid		
	Awareness of health check-up schedules	0.421	Valid		
	Awareness of chemical hazard procedures	0.589	Valid		
	Awareness of safe work posture	0.567	Valid		
Communication (X_2)	Clarity of OSH information	0.734	Valid	0.826	Reliable
	Frequency of safety briefings	0.645	Valid		
	Accessibility of safety communication channels	0.759	Valid		
	Use of visual aids in OSH communication	0.615	Valid		
	Feedback from employees	0.682	Valid		
	Immediate hazard reporting	0.720	Valid		
	Incident investigation communication	0.701	Valid		
	Encouragement for participation in safety mtgs	0.661	Valid		
	Consistency of safety messages	0.681	Valid		
	Accessibility of OSH documents	0.438	Valid		
Occupational Safety and Health (Y)	Compliance with PPE use	0.781	Valid	0.854	Reliable
	Adherence to SOPs	0.754	Valid		
	Reporting unsafe conditions	0.642	Valid		

Variable	Indicator	r-count	Validity	Cronbach's Alpha	Reliability
	Participation in safety training	0.690	Valid		
	Maintaining clean and hazard-free workspace	0.701	Valid		
	Awareness of emergency exits	0.612	Valid		
	Regular safety equipment checks	0.722	Valid		
	Adherence to hazard signage	0.659	Valid		
	Cooperation with safety audits	0.681	Valid		
	Knowledge of first aid procedures	0.660	Valid		
	Reporting near-miss incidents	0.456	Valid		
	Active role in safety committees	0.670	Valid		

3.1.3. Assumption Testing

To ensure the robustness and validity of the regression analysis, three classical assumption tests were conducted: normality, multicollinearity, and heteroscedasticity. The normality of the residuals was examined using the Kolmogorov–Smirnov test, a widely applied statistical procedure in management and hospitality research to assess whether the residual distribution follows a normal pattern [14]. As shown in Table 3, the significance value obtained was 0.200, exceeding the 0.05 threshold, indicating that the residuals are normally distributed.

The multicollinearity test was conducted to evaluate the intercorrelation among independent variables, measured through tolerance and Variance Inflation Factor (VIF) values. According to Hair et al. [15], tolerance values above 0.10 and VIF values below 10 indicate that no multicollinearity problem exists. As presented in Table 4, both awareness (X_1) and communication (X_2) showed tolerance values of 0.996 and VIF values of 1.004, confirming the absence of multicollinearity.

Heteroscedasticity was assessed using the Glejser test [16], [17], which regresses the absolute residual values on independent variables to detect non-constant error variance. If the significance value is greater than 0.05, the model is considered free from heteroscedasticity. As shown in Table 5, the significance values for awareness (0.242) and communication (0.779) both exceed 0.05, indicating that the model satisfies the homoscedasticity assumption. Meeting all these assumptions ensures that the regression estimates are unbiased, consistent, and efficient for hypothesis testing in this study.

Table 3. Results of Normality Test (Kolmogorov–Smirnov)

Statistic	Value
N	108
Mean	0.0000000
Std. Deviation	1.28179060
Most Extreme Difference (Absolute)	0.062
Most Extreme Difference (Positive)	0.045
Most Extreme Difference (Negative)	-0.062
Test Statistic	0.062
Sig. (2-tailed)	0.200

Table 4. Results of Multicollinearity Test

Variable	Tolerance	VIF
Awareness (X_1)	0.996	1.004
Communication (X_2)	0.996	1.004

Table 5. Results of Heteroscedasticity Test (Glejser Method)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2.563	1.290	–	1.986	0.050
Awareness (X_1)	-0.043	0.037	-0.114	-1.176	0.242
Communication (X_2)	-0.008	0.029	-0.027	-0.282	0.779

3.1.4. Hypothesis Test

To assess the influence of awareness (X_1) and communication (X_2) on occupational safety and health (Y), multiple linear regression analysis was employed using SPSS version 26.0. Two main tests were performed: (1) the simultaneous significance test (F-test) to evaluate the joint effect of the predictors, and (2) the partial significance test (t-test) to determine the individual contributions of each independent variable.

The simultaneous significance test results are displayed in Table 6. The ANOVA results show an F-value of 23.093 with a significance level of 0.000 (< 0.05), indicating that awareness and communication collectively have a statistically significant impact on occupational safety and health. Accordingly, the null hypothesis is rejected, confirming that both predictors jointly explain variations in OSH performance.

Table 6. Simultaneous Significance Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	124.231	2	62.116	23.093	0.000
Residual	282.435	105	2.690	–	–
Total	406.667	107	–	–	–

The partial significance test results are presented in Table 6. The estimated regression model is:

$$Y=33.075+0.152X_1+0.338X_2$$

The coefficient for awareness (X_1) is 0.152 (t = 2.291, p = 0.024), indicating a positive and significant effect on OSH. This implies that an increase of one unit in awareness will enhance OSH by 0.152 units. Similarly, communication (X_2) has a coefficient of 0.338 (t = 6.519, p = 0.000), suggesting that a one-unit increase in communication leads to an improvement in OSH by 0.338 units.

Table 7. Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	33.075	2.325	–	14.227	0.000
Awareness (X_1)	0.152	0.066	0.187	2.291	0.024
Communication (X_2)	0.338	0.052	0.531	6.519	0.000

These results reinforce the notion that both awareness and communication are critical behavioral and organizational factors influencing OSH performance in the hospitality industry. The findings are consistent with prior research highlighting that proactive safety behavior and effective internal communication are essential for reducing workplace incidents and enhancing employee well-being.

3.2. Discussion

The regression analysis indicated that awareness (X_1) significantly and positively influences occupational safety and health (OSH) at Pangeran Beach Hotel Padang, with a coefficient of 0.152 (p = 0.024 < 0.05). This finding suggests that higher levels of safety awareness lead to better OSH performance, as employees who are conscious of safety risks tend to be more compliant with procedures, proactive in hazard identification, and consistent in applying preventive measures. This aligns with prior studies which emphasize that safety awareness is a critical predictor of safe work behavior and accident prevention, fostering a workplace culture where preventive actions are prioritized over reactive measures [18]–[20].

Similarly, communication (X_2) was found to have a significant and positive effect on OSH, with a regression coefficient of 0.338 (p = 0.000 < 0.05). This underscores the strategic role of communication

in disseminating safety-related information, clarifying operational procedures, and engaging employees in OSH initiatives. Effective communication ensures that safety messages are conveyed clearly, understood by all organizational levels, and reinforced through continuous feedback loops. Such findings are consistent with previous research showing that the quality, frequency, and clarity of safety communication are decisive factors in shaping workers' safety behaviors and compliance levels [21], [22].

When awareness and communication are considered jointly, they significantly affect OSH performance, explaining 29.2% of its variance, as indicated by the F-test results ($F = 23.093$, $p = 0.000 < 0.05$). This combined effect reinforces the notion that cognitive factors such as awareness and relational factors such as communication are interdependent in building a strong safety culture [23], [24]. Awareness fosters intrinsic motivation to engage in safe practices, while communication provides the necessary external reinforcement to maintain consistency in those practices. The remaining variance in OSH outcomes may be attributed to other determinants such as workplace environment, leadership commitment to safety, training programs, and the enforcement of safety regulations. Overall, these findings highlight that enhancing OSH performance in the hospitality industry requires a dual approach that simultaneously develops employees' safety awareness and strengthens the quality of internal safety communication.

4. CONCLUSION

This study provides empirical evidence that both awareness and communication play pivotal roles in enhancing occupational safety and health (OSH) performance in the hospitality industry, as illustrated by the case of Pangeran Beach Hotel Padang. The results of multiple regression analysis revealed that awareness has a positive and significant effect on OSH, indicating that employees with higher levels of safety awareness are more likely to engage in preventive behaviors, comply with safety procedures, and actively contribute to a safer work environment. Communication was also found to significantly improve OSH outcomes, underscoring its role as a strategic medium for disseminating safety information, clarifying operational guidelines, and fostering employee engagement in safety programs.

When analyzed together, awareness and communication jointly accounted for 29.2% of the variance in OSH performance, highlighting their complementary nature in fostering a robust safety culture. These findings suggest that hotel management should adopt a dual strategy that focuses on enhancing employees' intrinsic understanding of safety risks while simultaneously improving the clarity, frequency, and effectiveness of internal safety communication. Future research could expand on this work by exploring other factors—such as safety leadership, training quality, and workplace environment—that may also influence OSH performance. Strengthening these elements holistically will not only reduce workplace incidents but also improve employee well-being, operational efficiency, and the overall service quality within the hospitality sector.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to the management and staff of Pangeran Beach Hotel Padang for their full cooperation and valuable support throughout the research process. Special appreciation is extended to the Occupational Safety and Health (OSH) Department for providing access to accident records and operational data, which were essential for the completion of this study. The authors also acknowledge the Faculty of Tourism and Hospitality, Universitas Negeri Padang, for its academic guidance, resources, and constructive feedback during the preparation of this manuscript. Finally, heartfelt thanks are conveyed to the research team members and all respondents who generously contributed their time and insights, enabling the successful execution of this study.

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