INFLUENCE OF SAFETY PROMOTION ON WORK SAFETY FOR TENANT PERSONNEL IN THE TERMINAL AREA OF MINANGKABAU INTERNATIONAL AIRPORT

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ABSTRACT
This study aims to determine the effect of safety promotion on occupational safety for tenant personnel in the Minangkabau International Airport terminal area. This study uses a quantitative approach with a descriptive method. Data was collected through the distribution of questionnaires to 38 respondents, who were representatives from each active tenant in the terminal area. The instruments used were validated and tested for reliability, then analyzed using the Kolmogorov-Smirnov normality test, Pearson correlation test, and simple linear regression test with the assistance of SPSS version 25. The results of the study indicate that safety promotion has a positive and significant effect on workplace safety. This is evidenced by a constant value of 4.338, a regression coefficient of 1.157, a calculated t-value of 9.261, and a significance level of 0.000, indicating that the effect is statistically significant. The R Square value of 0.704 indicates that 70.4% of the workplace safety variable is influenced by the safety promotion variable.
Keywords: Safety Promotion, Occupational Safety, Tenant Personnel

1. INTRODUCTION

As the main gateway for air transportation in West Sumatra, Minangkabau International Airport plays a crucial role in supporting economic growth and tourism in the West Sumatra region. Minangkabau International Airport, also known by its acronym BIM, is located in the Ketaping area, Batang Anai District, Padang Pariaman Regency. As an airport serving various flight routes, BIM operates to serve both domestic and international flights with the IATA code PDG and the ICAO code WIEE.

At Minangkabau International Airport, there are still obstacles in understanding occupational safety. Some tenant personnel still do not fully understand occupational safety aspects, including the use of portable fire extinguishers (APAR), electrical installation standards, and proper occupational safety procedures. Workplace safety is a top priority across various industries, particularly in the high-risk aviation sector. Therefore, greater attention is needed in the implementation of workplace safety procedures. The lack of proper implementation of these procedures must be addressed promptly to reduce the risk of accidents that could endanger the airport environment, especially in terminal areas. [1]

This understanding is important to protect oneself and others, as well as to prevent workplace accidents. Safety is also a shared responsibility between the company

and the workers, so each individual needs to understand their role and responsibilities in creating a safe work environment.

With an effective safety promotion program, it is hoped that the tenant personnel's understanding of work safety will be improved. This understanding covers several aspects, including knowledge of safety procedures that must be implemented in the work environment, recognition of potential hazards in the airport terminal area, and the formation of safer habits and attitudes when carrying out daily work activities. A well-designed program will convey information clearly and comprehensively, enabling tenant personnel to have a better understanding of the steps needed to reduce the risk of accidents.

Passenger terminals are transportation facilities that serve as temporary transit locations for public transportation modes in order to carry out the process of passengers boarding and disembarking from aircraft (2)

The purpose of this final project research is to determine the effect of safety promotion on occupational safety for tenant personnel in the Minangkabau International Airport terminal area.

2. METHODS

2.1 Research Variables

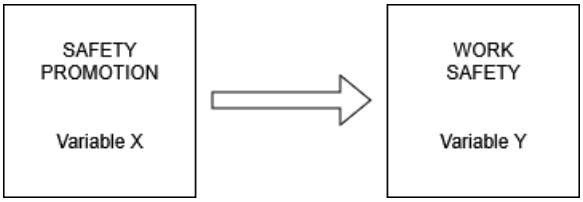

Figure 1 Resereach Variables

Based on Figure 1, it is known that the independent variable (X) is safety promotion and the dependent variable (Y) is occupational safety.

2.2 Variable Indicator

Resereach Variable	Indicator
Safety Promotion	Safety Breifing
	Safety Poster
	Safety Patrol

Table 1 Indicator Variable X

Resereach Variable	Indicator
Work Safety	Work Environment Factor
	Human Factors:
	1. Physical and mental factors
	2. Knowledge and skills
	3. Attitude
	Safety Patrol:
	1. Poor lighting
	2. Poorly maintained machinery

Table 2 Indicator Variable Y

2.3 Sample Population And Research Objects

In a study, it is important to determine the population as the basis for data collection. The population is defined as a generalization area consisting of objects or subjects that have a certain number and characteristics determined by the researcher to be studied and conclusions drawn from [3]. The population in this study is representative of each tenant located in the Minangkabau International Airport Terminal area, with a total of 38 people consisting of retail, food, and beverage sectors, where each tenant is represented by one person.

In this study, researchers applied saturated sampling, a sampling technique in which all members of the population are included as respondents because their numbers are limited and each individual has

a direct connection to the focus of the study. The object of this study is tenant personnel working in the terminal area of Minangkabau International Airport.

2.4 Resereach Instrument

Data collection techniques are an important part of research planning. Once the research title has been approved, researchers can immediately begin collecting the necessary data [4].

Questionnaires are an accurate and efficient method of data collection, especially if researchers clearly understand the variables they want to study and know what information can be obtained from respondents. [3] The questionnaire used in this study was a multiple-choice type, in which each respondent was asked to choose one answer from four options provided [5]. This method includes a number of written statements aimed at gathering information about Safety Promotion. The questionnaire focuses on the influence of Safety Promotion on occupational safety for personnel at Minangkabau International Airport. The questionnaire distributed uses a Likert scale to obtain answers from all respondents. In order to obtain data relevant to the research objectives, information for this questionnaire was collected by distributing the questionnaire via a barcode link to 38 tenant personnel working in the retail and food & beverage sectors at Minangkabau International Airport.

2.5 Data Analysis Technique

Data analysis is an activity carried out after data from all respondents or other sources has been collected. This activity involves grouping data based on variables and types of respondents used, tabulating data according to each variable, and then presenting it for each variable related to the problem formulation and hypotheses that have been established. [6] The data analysis process in this study was conducted using the Statistical Package for the Social Sciences (SPSS) version 25 software to support systematic and measurable statistical data processing and analysis. The following are the data analysis techniques:

1. Validity Testing

Validity testing is the process of determining whether a measuring instrument can accurately measure what it is intended to measure. Content validity refers to the extent to which the items in the instrument cover all aspects of the topic or concept to be measured, while empirical validity (statistical validity) is assessed based on the relationship between the instrument scores and other empirically relevant data or variables [6].

2. Reliability Testing

The reliability of an instrument indicates how stable, consistent, and accurate its research results are. Measurements with high reliability can provide reliable results (I. Ghozali, 2019). If Cronbach's alpha > 0.6, then the test instrument can be considered reliable, and vice versa.

3. Normality Testing

A normality test is a test used to determine whether a data distribution follows a normal distribution or not. There are various methods that can be used to test data normality, and each method can provide different results. [10] The basis for decision making in this test is determined by the significance value (Sig.).

4. Correlation Testing

Pearson's correlation test, or Pearson Product Moment Correlation, is a statistical analysis technique that aims to see how strong the relationship is between two variables expressed in numerical form or quantitative data. This test falls under the category of parametric statistics, so it requires that the data be normally distributed and have a linear relationship [3].

5. Simple Linear Regression Test

Simple linear regression testing is a statistical analysis technique used to analyze the extent to which one independent variable can influence one dependent variable. This test aims to estimate the value of the dependent variable based on the value of the independent variable. This model works under the assumption that there is a linear relationship between the two variables being analyzed.

3. RESULT AND DISCUSSION

3.1 Result

1. Validity Testing

Variabel	Indikator	R_{hitung}	$<R_{tabel}$	Sig. < 0,05		Keterangan
Safety Promotion (X)	X1	0,687	0,3202	0	0,05	Valid
	X2	0,768	0,3202	0	0,05	Valid
	X3	0,674	0,3202	0	0,05	Valid
	X4	0,63	0,3202	0	0,05	Valid

Table 3 Result Validity Test Variable X

Variabel	Indikator	R_{hitung}	$<R_{tabel}$	Sig. < 0,05		Keterangan
Keselamatan Kerja (X)	Y1	0,705	0,3202	0	0,05	Valid
	Y2	0,721	0,3202	0	0,05	Valid
	Y3	0,836	0,3202	0	0,05	Valid
	Y4	0,578	0,3202	0	0,05	Valid
	Y5	0,586	0,3202	0	0,05	Valid
	Y6	0.545	0,3202	0	0,05	Valid

Table 4 Result Validity Test Variable Y

Based on the results obtained in Table 3 and Table 4, all statements in the questionnaire on variable X and variable Y were declared valid after testing using the Pearson Product Moment validity test method. After the validity test was carried out, the next stage was to conduct a reliability test to measure the extent to which the research instrument was able to provide consistent results.

2. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.629	4

Table 5 Result Reliability Test Var X

Reliability Statistics

Cronbach's Alpha	N of Items
.740	6

Table 6 Result Reliability Test Var Y

The results shown in Table 5 and Table 6 indicate that the Cronbach's Alpha value for variable X is 0.629, while for variable Y it is 0.740. Since the Cronbach's Alpha values for both variables are greater than 0.60, it can be concluded that all statements in the questionnaire for variables X and Y meet the reliability criteria.

3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		38
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.01088480
Most Extreme Differences	Absolute	.141
	Positive	.141
	Negative	-.116
Test Statistic		.141
Asymp. Sig. (2-tailed)		.055[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Table 7 Result Normality Test

The Kolmogorov-Smirnov normality test results shown in Table 7 indicate a significance value of 0.055. Since this value is higher than the critical limit of 0.05, it can be concluded that the residual data in this study follows a normal distribution.

4. Correlations Test

Decisions in hypothesis testing are determined based on significance values, where H_0 is accepted if the significance value is greater than 0.05, and rejected if it is less than 0.05 [9].

Correlations

		TOTALX	TOTALY
TOTALX	Pearson Correlation	1	.839**
	Sig. (2-tailed)		.000
	N	38	38
TOTALY	Pearson Correlation	.839**	1
	Sig. (2-tailed)	.000	
	N	38	38

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8 Result Correlation Test

Based on the results of the Pearson correlation test shown in Table 8, a correlation coefficient of 0.839 was obtained with a significance value of 0.000. This correlation value is in the range of 0.80–0.99, indicating that the relationship between the variables of safety promotion and occupational safety is very strong and positive.

5. Simple Regression Linier Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.338	1.705		2.544	.015
	TOTALX	1.157	.125	.839	9.261	.000

a. Dependent Variable: TOTALY

Table 9 Result Simple Regression Test

Based on the output of the simple linear regression test in Table 9, the following regression equation is obtained

$$\mathbf{Y = 4{,}338 + 1{,}157\ X}$$

This formula is a general form of a simple linear regression equation, where 4.338 is the constant value (a) and 1.157 is the regression coefficient for the Safety Promotion variable (X). The constant value indicates that if there is no influence from variable X, then the Occupational Safety value (Y) is 4.338.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839[a]	.704	.696	1.025

a. Predictors: (Constant), TOTALX

Table 10 Coefficient Of Determination

Based on Figure 4.19 above, the R Square value obtained is 0.704, indicating that 70.4% of the variation in the occupational safety variable (Y) can be explained by the safety promotion variable (X). Meanwhile, the remaining 29.6% is influenced by other factors not examined in this study. Therefore, it can be concluded that safety promotion has a significant influence on workplace safety.

3.2 Discussion

Safety promotion has a significant positive effect on occupational safety for tenant personnel in the Minangkabau International Airport terminal area. After conducting a hypothesis test using simple linear regression, it was found that the higher the level of safety promotion, the higher the occupational safety for tenant personnel at Minangkabau International Airport. Therefore, H_1 is accepted and H_0 is rejected.

4. CLOSING

4.1 Coclusion

Based on the results of research conducted on the effect of safety promotion

on the occupational safety of tenant personnel in the Minangkabau International Airport terminal area, it was concluded that there is a positive and significant relationship between the two variables. The results of simple linear regression analysis showed a significance value of 0.000 and a t-value of 9.261, which exceeded the t-table value of 1.688. This indicates that safety promotion has a significant impact on workplace safety. The regression coefficient of 1.157 indicates that every one-unit increase in safety promotion will increase workplace safety by 1.157, even when safety promotion is not implemented at all, the baseline level of workplace safety remains at 4.338.

Meanwhile, the coefficient of determination (R Square) value of 0.704 indicates that 70.4% of occupational safety levels are influenced by safety promotion, while the remaining 29.6% is determined by other variables outside the scope of this study.

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