

UNIVERSITI TEKNOLOGI MARA

**OFFICE ENVIRONMENT AND
COGNITIVE FACTORS TOWARDS
HEALTH BEHAVIOUR CHANGE
INTENTION (HBCI) IN BANKING
SECTOR: AN EXTENDED
DECOMPOSED THEORY OF
PLANNED BEHAVIOUR
(EDTPB) MODEL**

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ABSTRACT

Although workers represent half of the global population as the major economic and social development catalysts, Malaysian workers reportedly demonstrated poor health habits that impacted employee productivity and organisational loss. The top agenda in the Ministry of Health are driving Malaysia as nation of healthy individual in line with the SDG goals to ensure healthy lives and promote well-being. There is need to understand the complexity behind individual decision and engagement in behavior that affect their health. Having a good theory and intention to change is vital when there is a need for the predicting and understand how and why behavior change. Thus, this study aimed to examine the factors influenced workers' health behaviour change intention (HBCI) under extended decomposed theory of planned behaviour (EDTPB) model. Based on the central study hypotheses, the HBCI of the workers in the banking sector originated from (i) attitudes towards HBCI, (ii) subjective norms (SN), (iii) perceived behavioural control (PBC), and indoor environmental quality (IEQ). Relative advantage (RA), knowledge (KN), co-worker influence (CWI), mass media (MM), facilitating conditions (FC), and self-efficacy (SE) are incorporated into the model. A total of 250 questionnaires were distributed to the target respondents (bank workers in headquarters and branches) in Selangor, Malaysia following the primary data collection method. The study data were analysed with Statistical Package for the Social Sciences (SPSS) 25.0 and SmartPLS 3.0. As a result, all the proposed sixteen study hypotheses confirmed that eleven hypotheses were positively significant, and five hypotheses were insignificant. The study outcomes highlighted the EDTPB applicability to health behaviour change (HBC) research and suggested useful guidelines and policies for the banking sector to invest in human capital through workplace wellness programmes to achieve a positive return of investment.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter provides an overview on the research outline of this study. It begins with background of the study in Section 1.2 and 1.3 that consist of the general overview of the banking sector and health behaviour related to productivity loss. Then, it is followed by discussion on identified problem statement in Section 1.4 that leads to research gap in Section 1.5. Next, there are research objectives in Section 1.6 and research questions in Section 1.7. The definitions of key terms in Section 1.8 are included to improve readability. This chapter wraps up by sharing the significance of the study (Section 1.9), scope of the study (Section 1.10), limitation of the study (Section 1.11), and lastly, the summary of Chapter 1 (Section 1.12).

1.2 Banking Sector

According to Mohd Hasan, Jie, and Bidin (2018) banks as the financial institutions serve as the backbone of a nation's economy which will have a direct impact on the development of the country; particularly in present time, the banking sector is involved in every segment of our daily life. The Malaysian banking system, which comprises commercial banks, investment banks (previously known as merchant banks), Islamic banks, and foreign banks, is the major institutional source of credit to the economic sector (Bank Negara Malaysia, 2019). Within the banking system, commercial banks are the major players that accounted for about 42 per cent (42%) of the total assets of the financial system as at the end of 2015 (Arokiassamy & Baba, 2019). Moreover, the commercial banking sector also plays a vital role in the overall development of agriculture, small business, and different industries (Bernama, 2020). If the banking industry does not perform well, the effect to the economy could be huge and broad (Mohd Said & Tumin, 2010). Similar to other developing economies, the banking system plays an important financial intermediary role in the Malaysian economy; the banking sector controls most of the financial flows, and an efficient and profitable banking sector may help ensure an effective financial system which is conducive to economic growth and development (Sufian, Kamarudin, & Nassir, 2016).