EVALUATING THE IMPACTS OF THE COVID-19 PANDEMIC ON RISK PERCEPTION IN THE HOSPITALITY INDUSTRY IN MALAYSIA

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APRIL 2024

Evaluating The Impacts of The
Covid-19 Pandemic on Risk
Perception in The Hospitality
Industry in Malaysia

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A research project submitted in partial fulfillment of the
requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and

Management

April 2024

Evaluating The Impacts of The Covid-19 Pandemic on Risk Perception in The Hospitality Industry in Malaysia

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DECLARATION

I hereby affirm the following:

This Research Project represents the culmination of my independent work, and I have provided proper acknowledgment in the references section for all sources of information, whether they are in printed, electronic, or personal form.

No part of this research project has been submitted in support of any application for another degree or qualification at this university or any other educational institution.

The total word count for this research report is _____

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Date: 09th FEBRUARY 2024

ACKNOWLEDGEMENT

Completing this thesis has been a journey marked by both challenges and successes and I am profoundly thankful to the numerous individuals who have supported me throughout this endeavor. Their consistent encouragement, guidance, and understanding have played a pivotal role in transforming this research from an idea into a reality. I want to express my heartfelt gratitude to each of them for their invaluable contributions.

I am indebted to my esteemed supervisor, Dr Yeong Wai Mun, whose expertise, patience, and mentorship have been priceless. Dr Yeong commitment to academic excellence and unwavering support have been a constant source of inspiration, guiding me through the intricacies of research. The constructive feedback provided by Dr Yeong continually pushed me to refine my ideas and enhance the quality of my work. I consider myself extremely fortunate to have had the privilege of learning from such an exceptional educator and researcher.

I would like to convey my sincere appreciation to all the participants who willingly took part in this study. Their active engagement and candid responses supplied the essential data that underpinned this research. Without their willingness to share their insights and experiences, this study would not have been possible. Their contribution plays a pivotal role in advancing knowledge in this field, and for that, I am immensely thankful.

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INTRODUCTION

<u>Introduction</u>

Chapter 1 aims to brief the challenges faced by the Malaysian hospitality industry and explore the evolving landscape of risk perception among its employees in the wake of the pandemic. The urgency of comprehending how the pandemic shapes risk perception within the Malaysian hospitality industry by emphasizing the need to explore employee attitudes, social dynamics, stress-induced impacts, and hygiene behaviours. Moreover, this chapter will cover on the research background, problem statement, research objective, research question and follow by significance of study.

1.1 <u>Research Background</u>

The global outbreak of the COVID-19 pandemic in late 2019 marked an unprecedented and far-reaching crisis that swiftly permeated across industries, economies, and societies worldwide. The virus from SARS-CoV-2 has caused COVID-19 and leading to widespread illness, mortality and substantial disruptions in various sectors. As governments grappled with the health crisis, stringent measures such as lockdowns, travel restrictions and social distancing protocols were implemented globally to curb the virus's transmission. These measures while essential for public health had profound consequences on the global economy and impacting businesses and industries on an unprecedented scale. The measurement aimed to reduce the spread of COVID-19 by limiting person-to-person contact and minimizing opportunities for the virus to propagate within communities. While essential for public health and disease containment, these measures had profound consequences on economies, businesses, and livelihoods worldwide.

Among the sectors significantly affected was the hospitality industry, a vital component of many economies are playing a crucial role in fostering tourism and providing employment opportunities. The hospitality industry which includes hotels, restaurants and related services have faced immense challenges as travel restrictions and safety concerns prompted cancellations and a significant decline in tourism. According to globally tourist arrivals plummeted has reported a 74% decline in international tourist after the pandemic happens (World Tourism Organization, 2020). Particularly in Malaysia, a nation celebrated for its vibrant tourism and hospitality sector, the pandemic's ramifications posed substantial hurdles (Hashim, 2020). The hospitality industry is a character which plays a crucial role in fostering tourism and providing employment opportunities. Malaysia which relies heavily on tourism revenue, the hospitality sector is integral to economic growth and development. Hotels, restaurants, and related services contribute significantly to the tourism ecosystem as attracting visitors, supporting local businesses, and enhancing the overall visitor experience. However, the hospitality industry has faced immense challenges because of the COVID-19. Travel restrictions, safety concerns and government-imposed lockdowns prompted widespread cancellations and a significant decline in tourism activity. Hotels experienced plummeting

occupancy rates, restaurants saw sharp declines in patronage and tourism-related services struggled to stay afloat amidst the downturn (Hashim, 2020).

The repercussions of COVID-19 were felt in Malaysia, a nation known for its vibrant culture, diverse landscapes and thriving tourism industry. Gareth (2020) showed that the arrival of tourist and the power of spending has been after pandemic. Malaysia witnessed a sharp decline in tourist arrivals with data indicating a significant drop in international visitors compared to previous years (Marco, 2023). Gareth (2020) demonstrated that the arrival of tourists and their spending power decreased substantially in the aftermath of the pandemic. Data indicated a sharp drop in international visitors compared to previous years which highlighting the profound impact of the crisis on the tourism industry. The hotel occupancy rate has a huge drop in Malaysia around 28.2% after the pandemic happens at year 2019 to the year 2022 (Statista Research Department, 2023).

Hotels, restaurants, and travel agencies had to adhere to stringent protocols impacting their ability to offer services (Ibrahim & Rashid, 2020). Malaysia which known for its vibrant culture and diverse landscapes has experienced a significant decline in tourist arrivals and spending following the onset of the pandemic (Marco, 2023). The economic fallout was further compounded by the decrease in tourist receipts, affecting businesses and employment within the hospitality sector. An increasing preference for 'staycations', local tourism and virtual experiences became evident as international travel decreased (Mohd Sidik & Rampal, 2021). he economic fallout from the pandemic was further compounded by the decrease in tourist receipts, affecting businesses and employment within the hospitality sector. With a significant decline in international travel, businesses reliant on tourism revenue experienced financial hardships, layoffs, and closures. The loss of revenue had ripple effects throughout the economy, impacting suppliers, service providers, and supporting industries. From food supplies for restaurants to materials for hotel upkeep, delays and disruptions became frequent prompting businesses to look for local alternatives and modify their operations (Hasan, Mohd Nazri, & Mustapa, 2020).

An increasing preference for 'staycations', local tourism, and virtual experiences became evident as international travel decreased. Domestic travellers sought alternative leisure activities and destinations within Malaysia which contributing to the emergence of new tourism trends and consumer behaviours. Businesses in the hospitality sector adapted their offerings to cater to the changing preferences of domestic tourists and capitalize on the growing demand for local experiences. As Malaysia grappled with the dual challenges of managing the health crisis and mitigating the economic fallout, the hospitality industry became a focal point for understanding the nuanced effects of the pandemic on employee behaviour.

Against this backdrop, the pandemic not only disrupted the industry's traditional operational dynamics but also posed unique challenges to employees within the sector. As Malaysia grappled with the dual challenges of managing the health crisis and mitigating the economic fallout, the hospitality industry became a focal point for understanding the nuanced effects of the pandemic on employee behaviour. Workers in the sector faced uncertainties about job security, safety concerns and changes in work routines by leading to shifts in attitudes, motivations and job satisfaction levels. the COVID-19 pandemic had profound and far-reaching effects on the hospitality industry in Malaysia by impacting tourist arrivals, hotel occupancy rates, business operations and employee behaviour. The sector faced significant challenges due to travel restrictions, health protocols, supply chain disruptions and changes in worker preferences. Despite these challenges, businesses in the hospitality sector demonstrated resilience and adaptability, exploring new opportunities and strategies to navigate the crisis and rebuild in the post-pandemic era. Understanding how the global and national trends of the pandemic filtered down to influence employee behaviour in the hospitality industry is imperative for devising effective strategies for recovery and future resilience. Therefore, this research aims to delve into the intricacies of the hospitality sector in Malaysia by exploring the specific challenges faced by employees as a result of the pandemic and shedding light on the evolving landscape of risk perception within this critical industry. Therefore, the researcher seeks to address the problem statement of the next part.

1.2 **Problem Statement**

The COVID-19 pandemic has thrust the global hospitality industry which particularly in Malaysia into uncharted territory and necessitating a thorough examination of the intricate challenges faced by the sector. A central concern emerges in understanding how the pandemic influences the risk perception of employees within hospitality industry. This study wants to that the dissect the multifaceted aspects of risk perception with a particular focus on employees and social variables as they act as a pivotal role that can help in shaping the sector's response to ongoing crisis. These changes in turn have led to shifts in customer behaviour and placed immense economic strains on businesses (Rasoolimanesh & Jaafar., 2020). The sudden onset of the pandemic and the subsequent implementation of containment measures such as lockdowns, travel restrictions and social distancing protocols have profoundly impacted the operations and viability of hospitality businesses. From hotels and restaurants to event venues and tourist attractions, establishments across the hospitality sector have grappled with plummeting revenues, disrupted supply chains and fluctuating worker demand. Navigating these challenges requires a thorough examination of the intricate challenges faced by the sector which including the evolving dynamics of risk perception among employees.

The hospitality industry has characterized by its intangible and perishable have shown demands a complex interplay of resources in order to achieve competitive advantage. With the onset of the COVID-19 pandemic, Malaysia's hospitality sector encountered unprecedented challenges. The problem of employee attitude in the context of job motivation and job satisfaction from the COVID-19 pandemic demands exploration (Keyao & Mark, 2022). The inquiry revolves around comprehending the shifts in attitudes among hospitality industry employees and discerning the extent to which these attitudes contribute to the overall risk perception within the sector. As employees navigate the complexities of the pandemic by understanding their attitudes becomes crucial for developing targeted strategies to manage risk effectively (Keyao & Mark, 2022). External factors such as the implementation of Movement Control Orders and travel restrictions have led to reduced tourist inflows resulting in diminished revenues for businesses (Rasoolimanesh & Jaafar, 2020). The hospitality industry is characterized by its intangible nature where services are consumed immediately upon production and cannot be stored for future use. Achieving competitive advantage in this industry requires a complex interplay of resources by including skilled labour, customer service excellence, brand

reputation and operational efficiency. The pandemic has disrupted these dynamics by posing unprecedented challenges to businesses in the hospitality sector. The onset of COVID-19 has significantly impacted employee attitudes within the hospitality industry in Malaysia. Employees who are often frontline workers have had to navigate the complexities of the pandemic which including health risks, job insecurity and changes in work routines (Rasoolimanesh & Jaafar, 2020). As a result, there has been a shift in attitudes among hospitality industry employees with concerns about job motivation and job satisfaction becoming more pronounced. Understanding these shifts in attitudes is crucial for organizations in developing targeted strategies to manage risk effectively and maintain employee engagement and morale during challenging times.

Social influence within the workplace emerges as a salient issue in the examination of risk perception. The effect of social influence on COVID-19 was very important (Olivera, Chuquichambi & Ingram, 2020). The dynamics of interpersonal relationships, team collaborations and broader societal expectations are integral components that contribute to shaping risk perception (Emil, 2023). The effect of social influence on COVID-19 risk perception was particularly important during the pandemic. As the virus spread rapidly and containment measures were implemented, workers looked to their peers, colleagues and leaders for guidance and support. The dynamics of social influence within the workplace played a crucial role in shaping employees' perceptions of the pandemic adherence to safety protocols and willingness to adopt risk-aware behaviours. Understanding the influence of social dynamics on risk perception is essential for effectively managing the spread of the virus and safeguarding employee well-being. Investigating the role of social influence during the pandemic provides insights into the collective mindset of the workforce and aids in the formulation of strategies that consider the social fabric within the industry. Beyond the workplace, broader societal expectations also play a significant role in shaping risk perception.

The third issue at hand pertains to the stress-induced impact on workers which is a significant factor influencing risk perception. Hospitality operators have shown their stress are in high level (Hartman & Nickerson, 2020). The pandemic has introduced unprecedented stressors and evaluating their impact on employees is essential. The pandemic has introduced unprecedented stressors for hospitality workers, ranging from concerns about personal health and safety to job

insecurity and financial strain. Frontline employees, such as hotel staff, restaurant workers and event organizers, face increased exposure to health risks while also coping with changes in work routines, reduced staffing levels and increased workloads. The uncertainty surrounding the duration and severity of the pandemic further exacerbates stress levels by leading to psychological distress and burnout among workers. This includes discerning the varying stress levels induced by different factors and their subsequent influence on risk perception. Stress that happens on the workers have been a focused to study (Pappa, Ntella, Giannakas, Giannakoulis, Papoutsi & Katsaounou, 2020). A deep understanding of stress-induced impacts contributes to the development of targeted interventions to support the mental well-being of the workforce. Evaluating the impact of stress on employees is essential for understanding its influence on risk perception within the hospitality industry. Research has shown that high levels of stress can impair cognitive function, decision-making abilities and judgment by leading to increased perception of risk and decreased capacity to effectively manage it. Stress-induced factors such as anxiety, fear and fatigue can shape how individuals perceive and respond to risks in their work environment, potentially compromising safety outcomes and worker resilience (Pappa, Ntella, Giannakas, Giannakoulis, Papoutsi & Katsaounou, 2020).

The role of hygiene behaviour in risk perception forms a critical aspect of the problem statement. There is a reason to know how hospitality industry must prepare for pandemic situations like COVID-19 disaster (Vikrant & Sidharth 2021). As health concerns associated with the virus persist by scrutinizing the perceptions of hygiene practices and their contribution to overall risk management strategies is imperative. The study aims to highlight the hospitality industry's preparedness and adaptability in navigating health-related challenges during the ongoing pandemic. In response to the COVID-19 crisis, businesses in the hospitality sector have had to implement rigorous hygiene protocols and adapt their operations to meet evolving health and safety guidelines. This includes measures such as increased cleaning and disinfection procedures, implementation of social distancing measures and adoption of contactless service options. By examining perceptions of hygiene practices, the study seeks to assess the effectiveness of these measures and identify areas for improvement in risk management strategies. This facet of the study aims to highlight on the industry's preparedness and adaptability in navigating health-related challenges during the ongoing pandemic. The fear of contracting the virus and combined with government advisories resulted in demands for in-person hospitality services and an increased preference for localized and virtual experiences

(Gursoy et al., 2020). The COVID-19 pandemic has led to diminished demands for traditional in-person hospitality services, such as dining out, staying in hotels or attending events. Instead, consumers are opting for localized experiences closer to home or virtual alternatives that minimize social interactions. This shift in worker behaviour underscores the importance of hygiene practices in shaping risk perception and influencing consumer decisions. Businesses that prioritize hygiene and safety measures are better positioned to attract and retain customers in the current climate of heightened health concerns.

A central concern in the wake of the pandemic is understanding how it influences the risk perception of employees within the hospitality industry. The heightened health risks associated with COVID-19, coupled with uncertainties about transmission modes and infection rates have significantly altered employees' perceptions of workplace safety and personal risk. Factors such as the perceived effectiveness of safety protocols access to personal protective equipment (PPE) and confidence in organizational responses to the pandemic can shape employees' risk perceptions and attitudes towards their work environment. Understanding these dynamics is crucial for informing targeted interventions and risk aimed at safeguarding employee well-being and ensuring the resilience of hospitality businesses in the face of ongoing crisis.

From these challenges, it's imperative studying the impacts of pandemic on risk perception. This research not only unravels the intricate layers of risk perception in the Malaysia's hospitality industry but also lays the groundwork for informed decision-making and targeted interventions to bolster the sector's resilience in the face of persistent uncertainties. The next section will outline specific research objectives to guide the investigation and build upon the gaps identified in the existing literature.

1.3 Research Objectives

General Research Objectives

To study whether there is an impact of the Covid-19 pandemic on risk perception in the hospitality industry in Malaysia

Specific Research Objectives

1. To study the relationship between employee attitude (job motivation & job satisfaction) and risk perception in hospitality.
2. To study the relationship between social influence and risk perception in hospitality.
3. To study the relationship between stress induced on worker and risk perception in hospitality.
4. To study the relationship between hygiene behaviour and risk perception in hospitality.

1.4 Research Questions

General Research Question

How has the Covid-19 pandemic influenced the overall risk perception within the hospitality industry in Malaysia?

Specific Research Questions

1. Is there a significant relationship between employee attitude (job motivation & job satisfaction) and risk perception in hospitality?
2. Is there a significant relationship between social influence and risk perception in hospitality?
3. Is there a significant relationship between stress induced on worker and risk perception in hospitality?
4. Is there a significant relationship between hygiene behaviour and risk perception in hospitality?

1.5 Significance of study

The significance study shows comprehensively evaluation the impacts of the pandemic on risk perception within the hospitality industry by employing the theoretical framework which is TPB also known as Theory of Planned Behaviour. By investigating different interplay of key independent variables (IVs) namely as employee attitude (job motivation & job satisfaction), social influence, stress-induced impact on workers and hygiene behaviour. This research helps to make contribution to academic implications and practical implications within the context of the ongoing global crisis.

Academic Contributions

This study contributes significantly to academic scholarship by advancing our understanding of how the COVID-19 pandemic shapes risk perception within the hospitality industry in Malaysia. By employing the Theory of Planned Behaviour (TPB) as a theoretical framework and investigating multiple independent variables, the research adds depth to the existing literature. Academic contributions include the expansion of knowledge on the psychological determinants influencing risk perception in the specific context of the hospitality sector during a global health crisis.

Policymaking Significance

The findings of this study are of utmost significance for policymakers tasked with crafting regulations and guidelines for the hospitality industry amid the ongoing pandemic. By pinpointing crucial reasons such as employee attitudes (job motivation and job satisfaction), stress impacts and hygiene behaviours that contribute to risk perception. Policymakers can glean essential insights for developing targeted interventions. The interventions are helping to focus on different specific policies in the industry and help to create great adaptive environment for the workers in the hospitality industry.

Practical Significance

On a practical level, the study provides actionable insights for industry stakeholders which including hospitality managers, human resources professionals and health and safety officers. Understanding the intricate dynamics of risk perception within the industry allows for the development of practical strategy to mitigate the impacts of the pandemic. Practical strategy lies in the ability to create tailored training programs implement supportive workplace cultures and enhance hygiene protocols ultimately fostering a safer and more resilient hospitality environment. The tailored training program helps to address the unique challenges posed by the ongoing pandemic within the hospitality industry. Recognizing the need for comprehensive pandemic awareness and education, the program aims to equip employees with a deep understanding of transmission modes and preventive measures.

1.6 Conclusion

In conclusion, this chapter one has explained research background, research problem, research objectives and significance of study. When going to the next chapter will be covered on the literature review that include in the underlying theory, past studies review, the framework of the research and hypothesis development.

CHAPTER 2
LITERATURE REVIEW

2.0 Introduction

Chapter 2 explores the Theory of Planned Behaviour (TPB) and the practical application in understanding human behaviour in the hospitality industry during the pandemic in Malaysia. The chapter is evolving landscape of risk perception by emphasizing the sector's strategic shift towards stringent health and safety protocols during the pandemic. The conceptual framework outlines the independent variable of the COVID-19 pandemic by influencing mediating variables such as risk perception, employee attitudes, social influence, stress-induced impacts on workers and hygiene behaviour. Lastly, follow by the hypothesis development on the relationships of independent and dependant variables.

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a theory that use to describe human behaviour in three different categories which are first attitude influence and next follow by subjective norms and lastly the perceived behavioural control (PBC) (AM, 2015). TPB has made the linked of worker's behavioural which relies on 2 main items which are motivation which also known as intention and the other is ability which known as behavioural control. The theory extends from the earlier theory which known as Theory of Reasoned Action with the additional component from PBC towards different type of situation where one person might or might not have the volition from the activity or action that they have done (Rebecca, 2023).

The theory has been used to predict the attitude of workers and their expectation which in the way of understanding the behavioural within the workers either in positive or negative evaluation that can help them to change (Ajzen, 1991). A study has shown that there is limitation in controlling the behavioural lies within the worker and from this the model which known as PBC has been added in the way to make the theory stronger (Ajzen, 1991). From the psychological perspective of viewpoint, TPB acts as a joint for belief and behaviour in the overall component (Sarah, 2010). TPB shows that the action that is carried by human beings are categorized into three different types (Sarah, 2010). The first is behavioural beliefs which means the outcomes from the likely behaviour and follow by next is the normative belief which from the expectation of motivation and lastly the belief of control from different factor or performance power.

In TPB, attitudes refer to the personal evaluation of the behavior whether one views the behavior as positive or negative, subjective norms involves expectation and the PBC to make the situation better either to execute or do not execute the action (Plotnikoff, 2010). These three components influence an individual's behavioural intentions and consequently the behaviour itself. This theory has been applied on factors of Cigarette smoking cessation that used to engage in daily activities are used by this theory to know the factors and also the influence of it. (Amir, 2020).

Figure 1: TPB
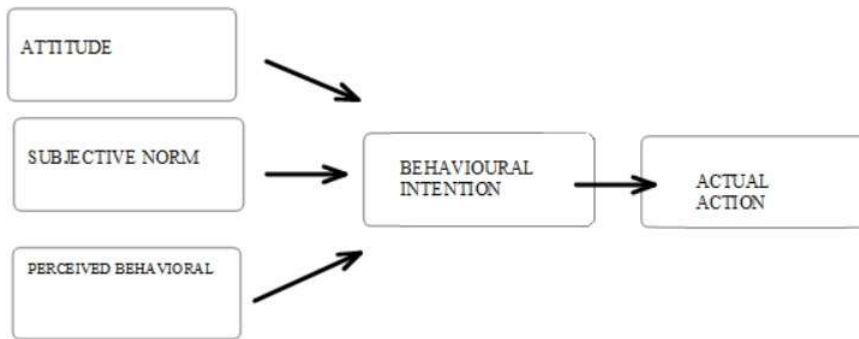
Note. Adapted from Madden, Ellen & Ajzen, I. (1992).

2.2 Employee Attitude (job motivation & job satisfaction)

The pandemic has created unpredictable challenges for the hospitality sector and employee attitudes by particularly in terms of job motivation and job satisfaction. Attitude is a state in psychologic which can help to affect the positive and negative in the worker's productivity (Tanya, 2023). These elements are integral components of the broader concept of attitude. It is crucial to explicitly acknowledge that in this context that attitude encapsulates both motivation and satisfaction. The effect of COVID-19 pandemic is influenced by employee attitude consist of job motivation and job satisfaction (Dunja, Alesksandra, Marko, Milan, Tatiana & Abosa, 2021).

Research consistently underscores the significance of positive employee attitudes towards COVID-19 risk perception measures. The correlation between such positive attitudes and increased compliance highlights the importance of incorporating attitude processes within the Theory of Planned Behaviour (TPB) model. This model as discussed by Wollast, Schmitz, Bigot, and Luminet (2021), provides a relevant framework for exploring employee attitudes within the hospitality industry. Furthermore, the psychological impact of the pandemic on employees is substantial, characterized by fear, uncertainty and the need for continual adaptation. Organizations that acknowledge and address the evolving attitudes of their employees are better equipped to cultivate a culture of resilience and adaptability.

The influence of employee attitudes extends beyond the immediate workplace and is intricately connected with broader societal perceptions. Studies suggest that employees' attitudes are not formed in isolation but are influenced by external factors such as media discourse, community expectations and governmental communications (Aharon, Jacobi, Cohen, Tzur & Qadan, 2021). Consequently, an employee's attitude refers to their state of mind whether been in negative or positive which will help to motivate them during all kind of works in their working environment (Fabyio, 2024). The attitudes of the workers are determined by job satisfaction and also job motivation in their workplace (Tanya, 2023).

Job Motivation

Job motivation refers to an internal disposition of a person towards their work (Aleksandra, 2022). It has characterized by factors driving employees to engage with enthusiasm and commitment hold particular relevance in the service-oriented hospitality sector. Job motivation is characterized by factors that drive employees to engage with enthusiasm and commitment in their work (Aleksandra, 2022). This includes a sense of purpose, intrinsic satisfaction and fulfilment derived from performing job tasks effectively and making meaningful contributions to the organization. Motivated employees are often more proactive, engaged, and resilient in the face of challenges. Intrinsic motivators such as personal satisfaction and extrinsic motivators which including rewards and career advancement opportunities play crucial roles in shaping employee attitudes. Job motivation holds relevance in the service-oriented hospitality sector where the quality of customer service and guest experiences significantly impacts business success. Motivated employees are more likely to deliver exceptional service, go above and beyond job expectations and cultivate positive relationships with guests. In the hospitality industry, where customer satisfaction is paramount, motivated employees contribute to enhanced guest loyalty, positive word-of-mouth and repeat business. On the other hand, external rewards or incentives that influence employee behaviour such as monetary bonuses, promotions or recognition. While extrinsic motivators able to help in shaping the workers' attitudes and behaviours, they are often less sustainable and may not lead to long-term job satisfaction or commitment. In the hospitality sector, extrinsic motivators such as competitive wages, benefits and career advancement opportunities are important for attracting and retaining

talent but must be complemented by intrinsic factors to foster lasting motivation and engagement.

The theory which known as self-determination theory lies within job motivation which means it focuses on three things which are competence, relatedness and autonomy (Katt, 2022). Strong negative relationship turnover exists within job motivation (Kim, 2015). Employee attitudes are encapsulating sentiments toward the job, colleagues and the organization are multifaceted. Positive attitudes which including high job motivation and organizational commitment are associated with motivated employees. Motivated employees which have donetheir work has pronounced to negative effect to turnover intention (Cimbaljevic, 2020). A studyhas made a conclusion that job motivation had strong negative relationship with turnover intention (Dysvik and Kuvaas, 2010) The interplay between job motivation and employee attitude reveals a complex relationship with positive impacts and challenges emerging amid the ongoing uncertainties. Conversely, challenges stemming from decreased job motivation, exacerbated by pandemic-related stressors may lead to lower job satisfaction.

Job Satisfaction

Job satisfaction is the degree fulfillment of the worker feel at their job (Chiradeep, 2021). It emerges as a pivotal component in the intricate web of employee attitudes especially within the context of the unprecedented disruptions facing the hospitality industry. The symbiotic relationship between job satisfaction and broader employee attitudes becomes increasingly evident in the current landscape. A study has found that Need-Fulfillment theory lies within job satisfaction which is the level of independent in the working environment (Oliver, 2020).

Researcher consistently highlights the intrinsic link between job satisfaction and employee attitude (Choudhary and Saini, 2021). As the hospitality industry contends with unprecedented disruptions by understanding the role of job satisfaction is paramount. Studies have indicated that a satisfied workforce is more likely to adhere to organizational policies by including those related to risk perception (Choudhary and Saini, 2021). Job satisfaction in the hospitality sector encompasses a multifaceted amalgamation of factors such as the work environment, supervisor relationships, task significance and opportunities for career growth (Choudhary and Saini, 2021). The depth of this satisfaction is reflected in the workforce's productivity and adaptability to changes, particularly those induced by the ongoing pandemic (Choudhary and Saini, 2021). Positive job satisfaction not only contributes to heightened productivity throughout the employee attitude but also fosters favourable attitudes toward risk perception practices. Satisfied employees are more inclined to view organizational directives and societal expectations as positive influencers on their intentions to engage in risk-mitigating behaviours.

Moreover, the impact of job satisfaction transcends individual well-being to significantly influence team dynamics and organizational culture. Organizations that prioritize and actively address employee well-being and satisfaction tend to cultivate a culture that inherently values and enforces risk perception practices (Oliver, 2023). In essence, understanding and addressing job satisfaction emerge as critical components in shaping the broader spectrum of employee attitudes and ultimately contributing to the development of a resilient and adaptive workforce within the hospitality industry.

2.3 Social Influence

Social influence is referred to when a process where person action is affected by attitude, belief and behaviour (Saul, 2023). Social influence is a concept integral to the understanding of the hospitality industry's response to the ongoing pandemic and plays a pivotal role in shaping risk perception. To comprehend the profound impact of subjective norms, it is essential to begin with a clear definition. Subjective norm is encompassing societal expectations and influences from significant others and significantly influence risk perception adopted by hospitality establishments. Social influence is an integral concept in the hospitality industry especially in the context of responding to the ongoing pandemic. As hospitality establishments navigate the challenges posed by the COVID-19 crisis, they are influenced by a variety of social factors

At the core of this growing interest lies a deep understanding of how individuals within the hospitality sector think, feel and behave in response to external influences. According to (2004) emphasize the importance of this knowledge by enabling the control and prediction from influence towards consumers. The study further extends the context of social influence Crouch, Perdue, Immermans and Uysal by emphasizing its popularity in research while also addressing the inconclusive and inconsistent findings related to the implementation of pandemic risk perception.

Empirical evidence underscores that social influence plays a significant impact of the strength and direction of subjective norms on the adoption and efficacy of risk perception measures (Cheng & Cho, 2011). Drawing from various social psychology theories used by tourism researchers, according to Cheng & Cho (2011), the literature suggests that organizations aligning their strategies with prevailing subjective norms are better equipped to navigate the complexities of the pandemic successfully. Understanding how social influence operates within the industry is crucial for developing effective risk and ensuring the safety and well-being of employees.

2.4 Stress-Induced Impact on Worker

According to Adger (1999), stress means that a sudden situation that jeopardize worker unexpectedly. TPB can offer insights into how workers' attitudes towards the stressors brought on by the pandemic and the normative beliefs about coping mechanisms in their social and occupational circles and their perceived control over managing stress like access to support systems affect their overall well-being and performance. Stress can be defined as a physiological and psychological response to perceived threats, challenges or demands that exceed a worker's ability to cope effectively (Adger, 1999). It is a complex and multi-dimensional phenomenon encompassing various cognitive, emotional, behavioural, and physiological components. Stress can arise from both external sources such as environmental or situational stressors and internal sources such as worker perceptions, beliefs and coping mechanisms.

At its core, stress involves a disruption in the body's homeostasis, triggering a cascade of physiological responses aimed at preparing the individual to confront or adapt to the perceived threat. This "fight or flight" response involves the release of stress hormones such as cortisol and adrenaline which mobilize resources, increase alertness and enhance physical readiness to deal with the perceived danger (Poor, Ahmed, Ansari & Movahedi, 2014).

Empirical studies consistently highlight the impact of perceived behavioural control in shaping workers' responses to stressors induced by the pandemic. Stress happens in the working environment which the worker thinks that they have less support from their management or even colleagues (Poor, Ahmed, Ansari & Movahedi, 2014). In addition to the external factors contributing to stress, workers differences in coping strategies, resilience and perceptions of control also influence how individuals respond to stressors. Perceived control which has been highlighted in the theory of TPB refers to individuals' beliefs about their ability to influence or manage stressful situations. A sense of control can empower workers to actively engage in coping behaviours and seek support when needed whereas a perceived lack of control can exacerbate feelings of helplessness and intensify stress levels.

Furthermore, stress is not solely confined to its immediate impact on workers' emotional well-being but can also have significant implications for physical health, job performance and organizational outcomes. Prolonged exposure to stressors on workers will result in burnout, fatigue, and low productivity during working and all of which can undermine workers and employee's effectiveness. Stress can impair cognitive functions and decision-making processes. In a work context, individuals under high stress may perceive lower control over their actions and decisions by impacting their ability to perform tasks optimally. Huge accumulation from the stress given by job has become the connection of stress indicators which are the exhaustion of emotional, reduce in efficiency and depersonalization (Smith, 2021).

Research suggests that workers' perceptions of control over their actions play a pivotal role in the successful implementation of recommended risk mitigation measures (Smith, 2021). Beyond the immediate threat posed by a sudden event, stress can arise from a range of sources including workload, time pressures, interpersonal conflicts, role ambiguity and organizational changes. These stressors can be inherent to the nature of the job itself or may be exacerbated by factors such as inadequate resources, lack of support or poor communication within the workplace. Moreover, the COVID-19 has introduced a unique set of stressors which has including health concerns, remote work challenges, economic uncertainty and social isolation which have further complicated the experiences of workers. Workers are experiencing elevated stress levels may perceive a diminished sense of control over their work environment by impacting their willingness and ability to adhere to risk management protocols. Organizations that recognize and address these perceptions are better positioned to foster a supportive work environment that enhances perceived control and consequently the successful implementation of risk measures. Stress encompasses a broad range of experiences and influences in the workplace and extending beyond sudden threats to encompass chronic challenges, workers' perceptions, and their coping mechanisms organizational factors. Understanding the multifaceted nature of stress is essential for developing effective interventions and support systems to promote workers' well-being and performance in the face of adversity.

2.5 Hygiene Behaviour

Hygiene means that a worker develops their own protection and safety from harm (Delea, 2020). It can also be known as the preparation to protect of own health. Hygiene behaviour stands as a pivotal aspect of risk perception which encompassing practices crucial for preventing the spread of infectious diseases. Perceived behavioural control is particularly relevant to hygiene behaviour which representing an individual's perceived ease in adopting and maintaining stringent cleanliness protocols. Hygiene behaviour can also be understood as the preparation to protect one's own health and well-being. By engaging in hygienic practices, workers minimize their risk of contracting or transmitting illnesses and thereby safeguarding their own health and the health of those around them. Hygiene behaviour is proactive and preventative and aiming to reduce the likelihood of exposure to pathogens and infectious agents.

A study has shown that hygiene brings to the increase in positive effects and decrease the negative effects (Delea, 2020). Researcher consistently highlights the pivotal role of hygiene behaviour in the prevention and control of infectious diseases. Employees' adherence to proper hygiene protocols, including hand hygiene, surface sanitation and the use of personal protective equipment is crucial for ensuring a safe environment for both staff and patrons. Hygiene is very important to help worker impression of a firm (Vilnai-Yavetz & Gilboa, 2010; Vos, 2019).

Positive attitudes toward hygiene practices have been associated with greater compliance with recommended guidelines. Furthermore, organizational support and communication strategies are vital in influencing hygiene behaviour. Studies emphasize the role of organizational policies, training programs and clear communication in fostering a culture of hygiene within hospitality establishments. Establishments that prioritize and actively support hygiene behaviours are more likely to successfully implement risk perception measures.

2.6 Risk Perception in hospitality industry

The COVID-19 has unleashed profound and making huge impacts on the hospitality industry in Malaysia by reshaping the terrain of risk perception practices within this vital sector. Risk perception means that the attitude of workers towards the decision-making process on uncertain event (Catherine, 2024). Traditionally, risk perception in hospitality cantered around financial considerations, operational efficiency and guest satisfaction.

In response to the unprecedented challenges posed by the pandemic, hospitality establishments have not only amplified their risk identification and assessment efforts but have also strategically focused on robust risk control measures (Otache, 2021). A study has shown that professional workers tend to get worry of the COVID-19 and afraid the virus might spread to their love's ones (Shanafelt, Ripp & Trockel, 2020).

Organizations within the hospitality sector are increasingly recognizing the necessity of proactive risk control strategies to navigate the uncertainties brought about by the pandemic (Arnold & Ringkar, 2021). This involves implementing stringent health and safety protocols, enhancing hygiene practices and investing in technology to facilitate contactless services. As the industry strives to instil a sense of safety and confidence among patrons and staff the intentional deployment of risk control measures becomes paramount.

Moreover, the spotlight on health and safety risks has become more pronounced than ever before. The hospitality industry now places an unprecedented emphasis on stringent health protocols which ranging from enhanced cleaning procedures to contactless services. This shift is not merely a response to immediate concerns but reflects a fundamental revaluation of risk perception priorities. Ensuring the safety and well-being of guests and employees has evolved from a standard practice to a critical component of risk perception by acknowledging the importance of health assurance in building and maintaining trust within the industry.

2.7 Conceptual Framework

Figure 2: Conceptual framework

Independant Variables
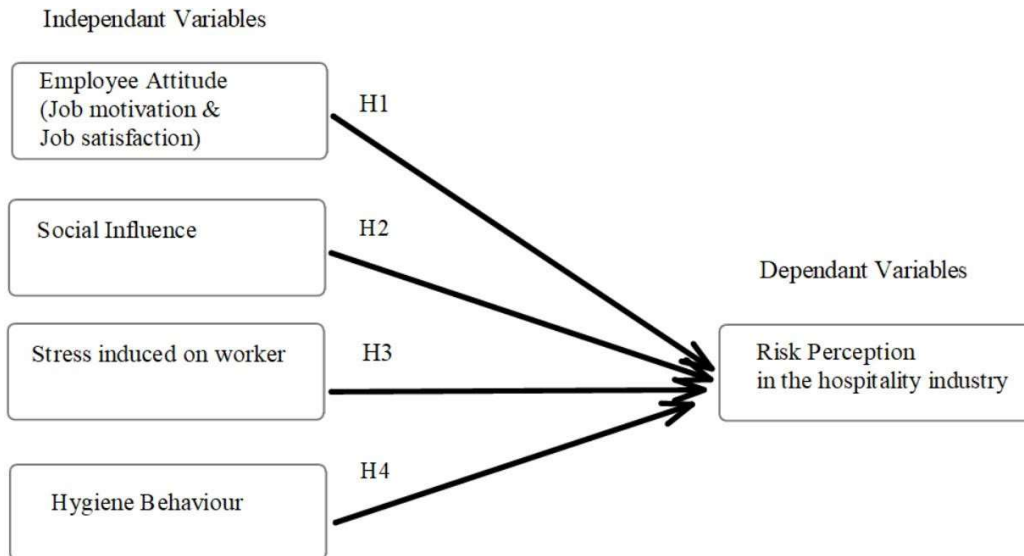
Note. Current study

The conceptual framework for this research is anchored in the Theory of Planned Behaviour (TPB) shows that attitudes, subjective norms and perceived behavioural control collectively shape behavioural intentions and subsequent actions. Katherine, Joanne, Deborah, Jaimi and Blake (2009) highlight the role of subjective norms and the context of behavioural within the Theory of Planned Behaviour (TPB). Stress induced on workers can be tied to perceived behavioural control especially in the TPB (Katherine, Joanne, Deborah, Jaimi and Blake, 2009). Risk perception serves as the dependant variable. The independent variables encompasskey aspects such as employee attitude (job motivation & job satisfaction), social influence, hygiene behaviour and the stress-induced impact on workers.

2.8 Hypothesis Development

During COVID-19 Employee Attitudes and Risk Perception in Malaysian Hospitality

The hypothesis within the context during the pandemic, a correlation exists between employee attitudes and risk perception (Zhao, Wangbing & Jingfeng, 2022). Gopinath and Becker (2000) revealed the positive effect of procedural justice on employee attitudes. Drawing upon the foundational principles of the TPB, it is proposed that employees who harbour favourable attitudes towards the safety protocols and alterations in working conditions implemented as a response to the pandemic will likely perceive lower levels of risk within their professional environment.

Zhao, Wangbing & Jingfeng (2022) also demonstrated a significant impact of job motivation and job satisfaction within employee attitudes. According to TPB, attitudes play a pivotal role in shaping behavioural intentions and in this scenario positive employee attitudes are anticipated to contribute to a more optimistic evaluation of the effectiveness and necessity of the implemented safety measures. Consequently, individuals with positive attitudes are expected to view these measures as adequate and crucial by leading to a diminished perception of risk in their occupational setting. Intrinsic motivation helped people in dealing better with challenging situations (Ryan & Deci, 2000).

During COVID-19, job satisfaction has become an important resource for workers to get through the pandemic (Hu & Cheng, 2010). Drawing from the principles which emphasize the role of attitudes in shaping behavioural intentions, this hypothesis posits that employees who derive greater satisfaction from their job are likely to exhibit more positive attitudes towards the safety protocols and changes in work conditions implemented in response to the pandemic. Job satisfaction as a resource can serve as a coping strategy (Hu & Cheng, 2010).

Thus,

H1: There is a positive relationship between employee attitude (job motivation & job satisfaction) and risk perception in the hospitality industry in Malaysia

During COVID-19 Social Influence on Employee Risk Perception in Malaysian Hospitality

In light of the theory of TPB and its application to the evaluation of the impacts of the pandemic on risk perception within the Malaysian hospitality industry, a hypothesis is advanced concerning the influence of social influence on risk perception. It is hypothesized that the perceived social influence as encompassing support and influence from coworkers and supervisors and the broader organizational culture will significantly shape risk perception among employees in the hospitality sector. Social influence has affected worker decision greatly with high-risk uncertainty (Toker-Yildiz, 2017)

Study has shown that peer pressure exists from social influence (Dagher & Itani, 2012). Building on TPB's emphasis on subjective norms, this hypothesis posits that employees who perceive strong support and positive influence from their social environment regarding adherence to COVID-19 safety measures will exhibit lower levels of risk perception. In this context, the attitudes and behaviours of colleagues and supervisors are expected to act as powerful determinants of employee risk perception.

Yating, Huawen, Jiajia & Stella (2022) have shown that behavioural intention is based on a combination of two things which are the attitudes and social beliefs from specific behaviour and this actually applicable in tourism industry too. Positive social influence is anticipated to create a conducive atmosphere that fosters a collective commitment to safety, thereby reducing the perceived risk associated with the pandemic in the workplace.

Thus,

H2: There is a positive relationship between social influence and risk perception in the hospitality industry in Malaysia

During COVID-19 the influence of stress induced on worker on risk perception in Malaysian hospitality

Within the framework applied to the 9 pandemics on risk perception in the industry, a hypothesis is proposed regarding the impact of stress-induced effects on worker. Stress from workers show that it is important mental health in the hospitality industry (Teoh, 2019). The employees tend to experience level of stress during the pandemic has significantly resulted in the risk perception increase in the hospitality sector.

Elevated stress is expected to amplify the perceived risk associated with the novel circumstances by leading to a more cautious and apprehensive outlook among workers. A study has shown that the employees who are working in the hospitality industry have strategies for emotional regulation for example self-control which can help them to deal with difficult times (Cheng & Yi, 2018). As stress-induced impacts compromise psychological and emotional well-being, this hypothesis elucidates the intricate interplay between the psychological states of workers and their perception of risk by offering a nuanced perspective on the broader implications of stress within the Malaysian hospitality industry during the ongoing pandemic.

Thus,

H3: There is positive relationship between stress induced on worker and risk perception in the hospitality industry in Malaysia

During COVID-19 the influence of hygiene behaviour on risk perception in the Malaysian hospitality

Within the theoretical framework applied to the evaluation of the pandemic's impacts on risk perception in the Malaysian hospitality industry, a hypothesis has developed regarding the influence of hygiene behaviour on risk perception. It is shown that a higher level of adherence to hygiene behaviour among employees in the hospitality sector will be associated with a decrease in risk perception. A study has shown that worker decision making process acts as a main role in hygiene management (Barber & Scarcelli, 2010).

Moon (2017) has shown that there is a need of study worker risk perception relationship with cleanliness. Hygiene Behaviour means the interconnectedness between individual behaviours and risk assessments (Vilnai-Yavetz & Gilboa, 2010). The hypothesis anticipates that employees who actively engage in hygiene behaviours such as regular handwashing and sanitation practices are likely to view these actions as effective measures in mitigating the risk of COVID-19 transmission within their work environment (Vilnai-Yavetz & Gilboa, 2010). Higher hygiene behaviour is expected to contribute to a diminished perception of risk (Vilnai-Yavetz & Gilboa, 2010). Investigating this hypothesis will provide valuable points to hygiene practices in shaping risk perceptions within the Malaysian hospitality industry.

Thus,

H4: There is a positive relationship between hygiene behaviour and risk perception in the hospitality industry in Malaysia

2.9 Conclusion

In conclusion, the used of the theory provides an understanding the complex dynamics of risk perception during the pandemic. The conceptual framework has anchored in TPB explores the interplay of employee attitudes (job motivation and job satisfaction), social influence, stress-induced impacts on workers, and hygiene behaviour as key factors influencing risk perception. The hypotheses developed within this framework shed light on the relationships between these variables and risk perception in the context of the ongoing pandemic.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

The previous chapter has discussed on the theory and the literature review and framework too. For chapter 3 will cover research design, sample design which including the sample size, sample techniques and sample frames. For the primary data, research philosophy, research design, research strategy and methodology choice will also be included in this chapter follow by the measurement scale of reliability test, multiple regression analysis, inferential analytics and verification test will be covered too.

3.1 <u>Research Design</u>

The methodology for evaluating the impacts of the pandemic on risk management in the Malaysia's hospitality involves a comprehensive research design that encompasses data collection, analysis and interpretation. This research design will follow quantitative research methods to give a holistic understanding of the subject matter. Research design includes outlining the steps and procedures which can help to ease the collection of data in the further research (Creswell, 2018).

3.1.1 <u>Research Philosophy</u>

The methodology design for evaluating the impacts of the pandemic on risk perception in the hospitality industry in Malaysia is crucial for conducting a rigorous and valid research study. In conducting questionnaire-based research to evaluate the impacts of the pandemic on risk perception within the hospitality industry in Malaysia, a positivist research philosophy will guide the methodological approach. Positivism is characterized by its objective and empirical nature by emphasizing the use of quantitative data to uncover patterns, relationships and generalizable trends (Business Research Methodology, 2023). In the context of this study, the positivist perspective aligns with the objective of measuring and analysing the specific variables related to the impact of the pandemic on risk perception. The research will adopt a deductive approach, where hypotheses derived from existing theories and literature will be tested through structured questionnaires. By focusing on employee attitude, social influence, stress-induced impacts on workers and hygiene behavior, the research aims to quantify and establish causal relationships within these domains. The positivist stance underscores the importance of objectivity, replicability and statistical analysis and providing a clear framework for comprehensively understanding the nuanced dynamics of risk perception in the Malaysian hospitality industry amidst the challenges posed by the COVID-19 pandemic.

3.1.2 Research Approach

The research approach for evaluating the impacts of the COVID-19 pandemic on risk perception in the hospitality industry in Malaysia will be a quantitative method approach. This approach only quantitative research methods to provide a comprehensive understanding of the multifaceted effects of the pandemic on risk perception within the Malaysian hospitality sector (Creswell, 2017). Quantitative research will be conducted through the administration of structured surveys to a sample of hospitality establishments in Malaysia. This quantitative data will be analyzed using statistical techniques including regression analysis to establish correlations and patterns related to the impact of COVID-19 on risk perception practices.

3.1.3 Research Strategy

The research strategy for evaluating the impacts of the pandemic on risk perception in the hospitality industry in Malaysia will involve a sequential design. This research strategy allows for the collection and analysis of quantitative data followed by the collection and analysis of providing a structured and comprehensive approach to addressing the research questions (Creswell, 2017).

First, the quantitative phase will commence with the administration of structured surveys to a representative sample of hospitality establishments in Malaysia. These surveys will include scale of 1 to 5 questions designed to gather numerical data on various aspects of specific risk perception during the pandemic. The quantitative data collected will be analyzed using statistical techniques which including descriptive statistics and regression analysis to quantify the extent of the pandemic's impact and identify statistical associations between variables. The sequential design allows for a structured progression from quantitative data collection and analysis to overall analysis by having a deeper acknowledgement of the research problem by building on the insights gained from the initial quantitative phase (Creswell, 2017).

3.1.4 <u>Methodological Choice</u>

The choice of research methodology for evaluating the impacts of the COVID-19 pandemic on risk perception in the hospitality industry in Malaysia is crucial in ensuring the study's effectiveness and relevance. In this study, the approach that will be using is quantitative approach. This methodological choice is grounded in the recognition that the multifaceted nature of the hospitality industry's response to the pandemic requires a holistic examination that goes beyond the limitations of quantitative methods alone (Creswell, 2017).

Quantitative research will involve the collection of numerical data through structured surveys distributed to a representative sample of hotels, restaurants and other hospitality establishments in Malaysia. These surveys will focus on quantifying the economic impact of the pandemic, including revenue losses, occupancy rates and changes in customer behavior. This quantitative data will be invaluable in providing statistical insights into the extent of the impact and the effectiveness of risk perception measures adopted by the industry.

3.1.5 Data Collection

Online Questionnaires

A structured questionnaire will be developed based on the existing literature and expert opinions in the field (Smith et al., 2020). This questionnaire will be distributed to employees in the hospitality industry in Klang Valley, Malaysia. Klang Valley has become a fast-growing neighborhood in the last 15 to 20 years (Hazlina, 2014). Questionnaire consists solely of questions with a scale of 1-5. Data will be collected through a combination of online questionnaires with key personnel in each selected hotel or resort. The surveys will be distributed through google forms online questionnaires to any employees that work in the hospitality industry.

Data Analysis

Quantitative Analysis

Survey data will be analyzed using statistical software such as SPSS (Garcia & Martinez, 2019). Descriptive statistics which including means, standard deviations and frequencies that will be used to summarize the data. Inferential statistical techniques such as regression analysis will be employed to identify relationships between variables.

3.2 Sampling Design

Target Population

In the study, the target population will consist of workers in Malaysia or any individual who is working. The rationale for selecting this population is based on the fact that the hospitality industry which has impulse affection by the pandemic due to travel restrictions, lockdowns and changes in consumer behavior (Ali et al., 2020). By focusing on this specific sector, the research aims to gain a comprehensive understanding of how risk perception practices have evolved in response to the pandemic's challenges.

Sampling Frame

According to Groves (2009), a sampling frame refers to an exhaustive compilation or documentation of the entities that make up a community from which a sample is chosen. This compilation encompasses all individuals, commercial or organizations that satisfy the requirement for being part of the sample from that organization. Besides that, it is difficult to retrieve sampling frame with all the names of the workers who affected by COVID-19. The target sample will be employees that work in the hospitality industry in Malaysia. Thus, there is no sampling frame used in this current study.

Sampling Techniques
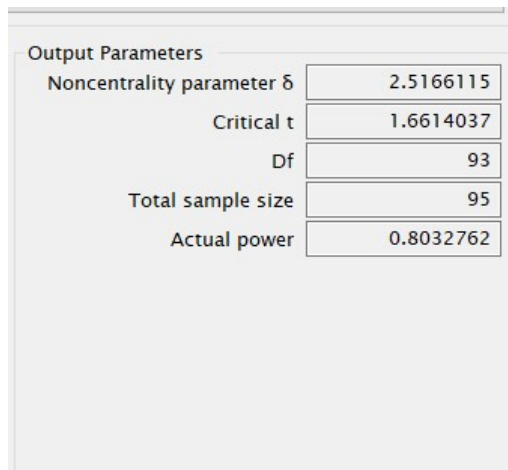
In accordance with Neuman (2014), a sampling technique is a method used to choose a subset from a population for study purposes. This categorization of sampling techniques which known broadly classified to two types which are NPS known as non-probability sampling and PS which known as probability sampling. The meaning of NPS refers to sampling method where the likelihood selecting any units from the population either same or not equal (Bryan, 2016). Conversely, probability sampling pertains to any sampling approach where the likelihood of selecting units from the population is known and equal. Consequently, individuals being surveyed do not have an equal opportunity of being included in the sample. The researcher has chosen non-probability method which is volunteer sampling in this research.

Sample Size

Given the number of hotels and resorts in Malaysia, a sample size of approximately 120 workers as will be considered sufficient to obtain meaningful insights into the impacts of the pandemic on risk perception in hospitality industry (Fowler Jr., 2009). Based on Hair et al (1995) which shows that a minimum of 20 samples are require for research to make conclusion for all the variables of dependant and independent.

Recognizing the four independent variables and one dependent variable, totaling four variables in this research, we utilized G* Power analysis to further refine our approach. By specifying an expected effect size based on existing literature and setting a significance level of 0.05, we aimed for a power of 0.80. The sample size is 95 from the appendix below. Running the G* Power analysis, the recommended sample size aligned with Hair et al.'s rule and bolstering the reliability and validity of our chosen sample size of 120 workers. This comprehensive approach has integrating both theoretical considerations and statistical analysis with fortifies the research methodological rigor and ensures a clear foundation.

Table 3.1: Result of G power

Output Parameters	
Noncentrality parameter δ	2.5166115
Critical t	1.6614037
Df	93
Total sample size	95
Actual power	0.8032762

Noted. Current study

3,4 Data Gathering Methods

Primary Data

Data Gathering Method (Primary Data - Questionnaire)

To assess the impacts of the pandemic on risk perception in the Malaysian hospitality industry, a structured questionnaire survey will be conducted. This approach will enable the collection of quantitative data from key stakeholders in the industry, including hotel owners, managers, and employees. The questionnaire will be designed based on relevant literature (Smith, 2020) and will include questions addressing various aspects of risk perception and the pandemic's effects. The design of the questionnaire will ensure its validity and reliability.

Data gathered from the questionnaire will be went through to statistical analysis with the used of software such as SPSS. This analysis will include descriptive statistics to summarize responses and inferential statistics to identify potential relationships or differences between variables. The findings will provide quantitative insights into how the COVID-19 pandemic has influenced risk perception practices within the Malaysian hospitality sector. The questionnaire-based data gathering method will serve as a fundamental tool in evaluating the impacts of the pandemic on risk perception in the Malaysian hospitality industry. It will allow for the accumulation of structured, quantitative data that can be analyzed to provide a better conclusion.

3.5 Origins of Construct

The origin of the concept of constructivism can be traced back to various philosophical and educational thinkers throughout history. Firstly, the construct often emerges from a thorough review of existing literature and research in the chosen field or subject area. This literature review serves as the foundation for identifying key concepts, theories and empirical findings that provide the theoretical framework within which the project will be situated. Through this process, researchers gain insight into the current state of knowledge, ongoing debates and areas where gaps or inconsistencies exist which can guide the development of the construct. The construct is shaped by the specific aims and objectives. These aims and objectives outline the goals of the project and provide a roadmap for the research process. They may involve investigating a particular phenomenon and testing a hypothesis by developing a new method or model or even addressing a practical problem or challenge within the field. The construct is thus designed to align with and address these aims and objectives and serving as the central focus or core concept around which the project revolves. In this study, we will be taking construct that has been used by the other researcher and making modification to the construct.

The items of questionnaires are adapted from few articles that show in Table 3.1

Table 3.2 Sample items of the constructs and constructs origins

Constructs	No.	Items	Source
Employee Attitude Job Motivation	6	- I feel a sense of personal satisfaction when I do this job well - My opinion of myself goes down when I do this job badly - I take pride in doing my job as well as I can - I feel unhappy when my work is not up to my usual standard - I like to look back on the day's work with a sense of a job well done - I try to think of ways of doing my job effectively.	Peter, John & Toby (1979)
Employee Attitude Job Motivation	7	- My Job is usually interesting enough to keep me away from getting bored - I enjoy my work more than my leisure time - I feel fairly satisfied with my job - I feel that I am happier in my work than most other people - Most days I am enthusiastic about my work - Relationship with employees and management is good - I feel real enjoyment in my work	Shao& Yu (2022)

| Social Influence | 15 | - I avoid communication with or encountering strangers at my workplace
- I avoid close or personal contact with family members and/or people I am close to at my workplace
- I avoid going out, especially if I should require public transport to my workplace
- I reduce eating out at my workplace
- I worry about the pandemic affecting my work
- I feel anxious or fearful due to the pandemic at my workplace
- I am bothered by social distancing during this period of epidemic response at my workplace
- I am worried about COVID-19 and its impacts on our society, politics and economy
- I believe that self-health management is helpful in controlling the spread of COVID-19 at my workplace
- I have faith in our current government's epidemic response and risk management to at workplace
- I comply with the government's implementations of epidemic response in the community | Dian, Wei, Vincent, Frank & Angela (2020) |

		- I constantly check for latest pandemic news updates via television, computer or phone - I continuously seek out information regarding COVID-19 at my workplace - I am more cautious of residents from severely impacted areas - I avoid or cancel traveling overseas	
Stress Induced on Worker	7	- How often have you been upset because of something that happened unexpectedly in workplace? - How often have you felt that you were unable to control the important things in workplace? - How often have you felt nervous and "stressed" in workplace? - How often have you felt confident about your ability to handle your personal problems in workplace? - How often have you felt that things were going your way in workplace? - How often have you found that you could not cope with all the things that you had to do in workplace? - How often have you been able to control irritations in your life in workplace?	Cohen (1994)

		- How often have you felt that you were on top of things in workplace? - How often have you been angered because of things that were outside of your control in workplace? - How often have you felt difficulties were piling up so high that you could not overcome them in workplace?	
Hygiene Behaviour	6	- The hotel staff each receive at least - one health check-up per year. - The hotel staff are meticulous in - their hand-washing and disinfecting. - The hotel staff refrain from visiting - crowded areas. - The hotel staff wear masks at all - times while on duty. - The hotel staff cover their mouths - and noses with bent elbows when - coughing or sneezing. - The hotel staff always check their - body temperature upon arrival at - work.	Jongsik, Jungwoon & Sunghyup (2021).
Risk Perception	8	- My job puts me at great risk - I feel extra stress at work - I am afraid of falling ill - I feel I have little control over whether I get infected or not - I would be unlikely to survive if I were to contract COVID-19 - I thought about resigning because of the pandemic - I am afraid I'll infect others with coronavirus - My family and friends are worried that they might get infected by me	Nisha, Bushra, Samya, Abdul, Muna, Prem, Rasheedali, Jojo, Josephine & Majid (2021).

3.6 Measurement scale

Reliability test

To evaluate a clearer and sharp association to the associate date, the researcher has used the test to identify the consistency in the data. According to Ursachi, Horodnic, and Zait (2001), Cronbach's Alpha values are indicative of the internal consistency of a set of variables, with values ranging from 0 to 1. In this research, the use of test was used to determine the reliability of each variable, with specific thresholds used to assess the results. The reliability levels were classified as follows:

Table 3.3: Reliability test

Cronbach's Alpha Coefficient	Internal Consistency
More than 0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
Less than 0.59	Unacceptable

Note. Ursachi, Horodnic, and Zait (2001)

This assessment of internal consistency using Cronbach's Alpha test serves as a critical component of the study's methodology, ensuring that the data used for evaluating the impacts of the pandemic on risk perception in the Malaysian hospitality is reliable and trustworthy (Ursachi, Horodnic, & Zait, 2001).

3.7 Inferential Analytics

Pearson's Correlation Analysis

In order to evaluate the pandemic on risk perception in Malaysia, inferential analytics using Pearson's Correlation Analysis were conducted. The study examined four key variables employee attitude (job motivation & job satisfaction), social influence, stress-induced impact on workers and hygiene behavior with the aim of understanding the relationships between these variables and their impact on risk perception in the hospitality sector.

The below table provides a summary of the correlation coefficient interpretations used in this analysis adapted from Selvanathan, Jayabalan, Saini, Supramaniam, & Hussin (2020). The correlation coefficients are interpreted as follows:

Table: 3.4: Pearson's Correlation Analysis

Scale of Correlation Coefficient	Description
$0.00 < r \leq 0.19$	Very Low Correlation
$0.20 < r \leq 0.39$	Low Correlation
$0.40 < r \leq 0.59$	Moderate Correlation
$0.60 < r \leq 0.79$	High Correlation
$0.80 < r \leq 1.00$	Very High Correlation

Note. Adopted from from Selvanathan, Jayabalan, Saini, Supramaniam, & Hussin (2020)

Scale	Explanation
$(0.00 < r \leq 0.19)$	This has shown very weak relationship within the variables and almost no connection
$(0.20 < r \leq 0.39)$	This has shown weak relationship within the variables and some association not strong
$(0.40 < r \leq 0.59)$	This has shown moderate relationship within the variables and moderate association
$(0.60 < r \leq 0.79)$	This has shown strong relationship within the variables and have strong association
$(0.80 < r \leq 1.00)$	This has shown very strong relationship within the variables and perfect association

Multiple Linear Regression (MLR)

Multiple linear regression involves quantified equation that have dependent variables and independent variables. A researcher able to understand more the linked between the two or more numerical variables. The MLR formula is typically represented as follows:

$$Y = \beta_0 + \beta X_1 + \beta X_2 + \ldots + \beta X_n + \varepsilon$$

Where:

Y represents the dependent variable

β_0 is the intercept.

β is the coefficients for the independent variables X_1, X_2, X_n

ε represents the error term.

The regression equation allows to assess how each independent variable (IV) impacts the dependent variable while controlling for the other variables. The indicate the magnitude and direction of the impact of each IV on risk perception practices. A positive coefficient suggests a positive relationship, while a negative coefficient suggests a negative relationship. This research assesses the linked between variables which are the independent and dependant. The research questionnaires have ranging from 1 to 5 to gauge respondents' agreement levels with statements. These scores reflect degrees of agreement, from "strongly disagree" to "strongly agree."

3.8 <u>Verification of Assumption</u>

Multicollinearity Test

Multicollinearity arises from noteworthy the linked with the variables. The findings have proposed VIF which also known as variance inflation factor to evaluate multicollinearity in the set of multiple regression variables (Disatnik & Sivan, 2016) Two methods able to diagnose the collinearity which are tolerance and VIF. A VIF value surpassing ten signals pronounced correlation with another independent variables, serving as a red flag for multicollinearity. When the tolerance is greater than 5 to 10 but lower than 0.1 and 0.2, the multicollinearity exists,

Multivariate Normality

The assumption of multivariate normality requires that the residuals be normally distributed for each combination of predictor variables. Visual tools like quantile-quantile plots or statistical tests such as the Shapiro-Wilk test can be employed for this evaluation.

Homoscedasticity Test

The homoscedasticity assumption asserts that the variance of residuals should be consistent across all different variables. Scatter plots has helped to predict values and formal tests like the Breusch-Pagan or White test can be used to verify this assumption.

Auto-Correlation Test

The auto-correlation assumption posits that residuals cannot exhibit patterns or dependencies over time or across observations. The Durbin-Watson statistic is commonly employed to test for autocorrelation, with a value close to 2 indicating its absence.

3.9 Conclusion

In conclusion, this research employs a comprehensive and positivist approach to assess the impacts of the COVID-19 on risk perception in the Malaysian hospitality. Using anon-probability sampling, the study gathers quantitative data through structured online questionnaires. Descriptive and inferential analytics are employed for data analysis. The research focuses on the reliability of data through Cronbach's Alpha test and adheres to guidelines for a robust sample size. Assumptions for multiple linear regression are verified to ensure the soundness of the model.

CHAPTER 4

DATA ANALYTICS

4.0 Introduction

Chapter 3 has covered on the research design, sampling design, data collection, research philosophy, measurement scale and also the analysis if the data. In this chapter 4, the results that have collected at the questionnaire will be analysed which mention earlier in the chapter before about the methodology. This chapter will cover the descriptive analysis, scale of measurement, reliability test, inferential test and also the multiple regression analysis and verification assumption. All the results will be written in table and appendix in below.

4.1 **Descriptive Analysis**

Demographics

The section here consists of the respondents from different demographic perspective which includes their gender, age, race and working experience. The demographic section provides a comprehensive overview of the survey respondents, encompassing various key demographic factors that contribute to a deeper understanding of the study population.

GENDER

Table 4.1 Gender

GENDER	Frequency	Percentage
MALE	63	52.50%
FEMALE	57	47.50%

Note. Current research

The gender breakdown of the respondents is presented to the distribution between males and females. As indicated from above, the questionnaire was conducted with the distribution of 120 workers. Among these, 63 were completed by males and 57 by females. To be more specific, males constitute 52.5% of the overall sample, while female males make up 47.5%.

AGE

Table 4.2: Age

AGE	Frequency	Percentage
18-30	18	15%
31-40	21	17.50%
41-50	53	44.20%
51 and above	28	23.30%

Note. Current research

The respondents' ages are analysed to discern patterns across different age groups. The above table displays information on the age distribution of the respondents. The findings indicate that the largest segment comprises age between 41 to 50, totalling 53 respondents which represents 44.2% of the entire sample. From the other viewpoint, the lowest category here is between the age of 18 to 30 as it only contributes a total of 18 from percentage of 15%. The data reviews that second highest age group belong to 51 and above as it contributes 23.3% to the overall percentage with total frequency of 28 of them. The last but not least is the age group of 31 to 40 with 21 of them can occupy to a total of 17.5% from the total percentage.

RACE

Table 4.3: Race

RACE	Frequency	Percentage
CHINESE	35	29.40%
MALAY	39	32.80%
INDIAN	29	24.40%
OTHERS	17	13.40%

Note. Current research

The racial composition of the respondents is explored to understand the diversity within the study population. The data indicates the most population here from the race is the Malay as they occupy a total of 39 from a percentage of 32.8%. Chinese has a percentage of 29.4% in the data with a frequency of 35 of them participates in the questionnaires. Follow by next is the Indian which has 29 of them with a total percentage of 24.4%. The last but not least is the race besides the three main races in Malaysia which known as others have a percentage of 13.4% and frequency of 17 of them total in the research.

WORKING EXPERIENCE

Table 4.4: Working Experience

YEARS EXPERIENCE	Frequency	Percentage
Below 2	16	13.30%
2 to 5	20	16.70%
5 to 10	44	36.70%
10 and above	40	33.30%

Note. Current research

The above table indicates the years of experience of employees working in the hospitality industry. The most common here is between 5 to 10 years of them which occupies a total of 36.7% percentage and total of 44 of them. The next category is the 10 years and above working experience of total 33.3% percentage with 40 of them. The least amount of years' experience is below 2 as total only have 16 of them which occupies a percentage of 13.3% and this can be explained as least of the age group here is belong to 18-30 years old. Finally, the years of 2 to 5 has frequency of 20 from the overall and occupies a percentage of 16.7%.

4.2 Measurement Scale

Reliability Analysis

SPSS has help to conduct a reliability analysis aimed at evaluating the reliability and consistency of both independent and dependent variables within the scope of the study. The study encompassed a comprehensive examination of 120 respondents. This statistical assessment was crucial for gauging the dependability and stability of the key variables under consideration.

Table 4.5: Reliability Analysis

Category of variables	Aspects	Number of items	Crombach's Alpha coefficient	Results reliability test
Independent variable	Employee attitude	13	0.94	Very Good Reliability
	Social Influence	15	0.953	Very Good Reliability
	Stress induced on worker	10	0.927	Very Good Reliability
	Hygiene behaviour	6	0.872	Very Good Reliability
Dependant variable	Risk perception	6	0.911	Very Good Reliability

Note. Current research

As delineated in Table above (Refer Appendix 4.1, 4.2, 4.3, 4.4, 4.5), all four IVs exhibited a degree of reliability with each surpassing the value threshold of 0.85. Furthermore, the dependent variable demonstrated robust reliability as evidenced by a Cronbach's alpha coefficient of 0.911. These findings affirm the trustworthiness and internal consistency of all the variables.

It is noteworthy that each independent variable was assessed through different distinct items. The computed Cronbach's alpha values for employee attitude, social influence, stress induced on worker and hygiene behaviour were 0.94, 0.953, 0.927 and 0.872 respectively. These results underscore the exceptional reliability of each variable indicating a high level of consistency in their measurement.

4.3 Inferential Analytics

Pearson's Correlation Coefficient Analytics

Table 4.6: Pearson's Correlation Coefficient Analytics

Correlations

		Employee attitude	Social influence	Hygiene Behaviour	SW1	RP
Employee attitude	Pearson Correlation	1	.895**	.902**	-.839**	-.768**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	120	120	120	120	120
Social influence	Pearson Correlation	.895**	1	.916**	-.837**	-.747**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	120	120	120	120	120
Hygiene Behaviour	Pearson Correlation	.902**	.916**	1	-.863**	-.733**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	120	120	120	120	120
SW1	Pearson Correlation	-.839**	-.837**	-.863**	1	.733**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	120	120	120	120	120
RP	Pearson Correlation	-.768**	-.747**	-.733**	.733**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	120	120	120	120	120

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

Note. Current research

In Table above, it is observed that employee attitude exhibits a negative correlation of 0.768 with risk perception which implying that an elevation in employee attitude corresponds to a drop in risk perception. The coefficient of 0.768 shows a low correlation which almost no association. Additionally, the p-value for significance is 0.01 being below 0.000 shows enough evidence relationship at 0.01.

Moving on, social influence demonstrates a negative result correlation of 0.747 risk perception which showing that higher social influence is associated with drop in risk perception. The coefficient of 0.747 showing low and almost no correlation. the p-value for significance is 0.01 being below 0.000 shows enough evidence relationship at 0.01.

Furthermore, stress induced on worker shows a positive result correlation of 0.733 risk perception which showing that increased disclosure is linked to higher risk perception. The coefficient of 0.733 denotes a strong correlation which indicating a strong relationship. Moreover, the p-value for significance is 0.01 being below 0.000 shows enough evidence relationship at 0.01.

Additionally, hygiene behaviour indicates a negative correlation of 0.733 with risk perception by implying that an augmentation in expertise is associated with lower risk perception. The coefficient of 0.733 categorizes the relationship as a low and no correlation. Furthermore, the p-value for significance is 0.01 being below 0.000 shows enough evidence relationship at 0.01.

Multiple Linear Regression Analysis

To understand the associations among the four variables namely employee attitude (IV1), social influence (IV2), stress induced on worker (IV3) and hygiene behaviour (IV4) and the dependent variable risk perception (DV) a Multiple Linear Regression (MLR) Analysis was used. The R^2 value served as a metric to measure the variance in the dependent variable. In instances where multiple independent variables are present in the study model, the adjusted R^2 value is favoured for its accuracy compared to the standard R^2 value.

In assessing the relationship between the variables, a Likert Scale was utilized in the questionnaire agreeability statements, with responses ranging from 1 (strongly disagree) to 5 (strongly agree). Following the MLR analysis, the researcher aims to examine the coefficient values of variables to ascertain the magnitude and direction of their relationships with risk perception. Additionally, the these relationships will be tested with t-test of the p value.

Analysis of Variance (ANOVA) for Multiple Linear Regression (MLR)

Table 4.7: ANNOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.690	4	6.423	47.622	<.001[b]
	Residual	15.510	115	.135		
	Total	41.200	119			

a. Dependent Variable: RP

b. Predictors: (Constant), SW1, Social influence, Employee attitude, Hygiene Behaviour

Note. Current research

Referring to the ANOVA table above, the p-value for significance is less than 0.001 which indicating a high degree of statistical significance for the model. This significance is further underscored by the substantial F value. The outcomes suggest that the model demonstrates a strong and meaningful relationship between the predictor variables and the outcome variable (Refer Appendix 4.7).

Summary of the Model

Table 4.8: Summary of the Model

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	PRESS	Durbin-Watson
1	.790[a]	.624	.610	.36724	17.273	1.380

a. Predictors: (Constant), SW1, Social influence, Employee attitude, Hygiene Behaviour

b. Dependent Variable: RP

R^2 represents the proportion of variability in risk perception that can be explained by the factors of employee attitude, social influence, stress induced on worker and hygiene behaviour. Table

above reveals an R^2 value of 0.624 (62.4 %), indicating that these four independent variables elucidate 62.4% of the variance while the remaining 37.6% is attributed to other variables.

Following the adjustment for degrees of freedom, the adjusted R^2 signifies the extent to which independent factors clarify variance in risk perception. With a modified R^2 of 0.610, it is evident that employee attitude, social influence, stress induced on worker and hygiene behaviour collectively account for 61% of the variability in risk perception.

Results of Multiple Linear Regression (MLR) Analysis

Table 4.9: MLR Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.923	.774		5.069	<.001
	Employee attitude	-.485	.175	-.410	-2.772	.007
	Social influence	-.258	.181	-.223	-1.420	.158
	Hygiene Behaviour	.073	.195	.063	.374	.709
	SW1	.257	.119	.257	2.164	.032

a. Dependent Variable: RP

Note. Current research

The MLR formula is typically represented as follows:

$DV = \beta 0 + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + \beta 4 X4 + \varepsilon$

Where:

DV represents the dependent variable (risk perception).

$\beta 0$ is the intercept.

β1, β2, β3, β4, and β5 are the coefficients for the independent variables X1, X2, X3, X4, and X5, respectively.

X1 represents as employee attitude (job motivation & job satisfaction)

X2 represents social influence

X3 represents stress-induced impact on workers

X4 represents hygiene behaviour

ε represents the error term.

Thus, the complete regression equation will be as follows:
$$DV = 3.923 - 0.485(IV1) - 0.258(IV2) + 0.257(IV3) + 0.073(IV4) + \varepsilon$$

Employee attitude (Job motivation & Job satisfaction)

The value of -0.485 indicates negative relation between employee attitude and risk perception. This implies that with an increase in employee attitude, there is a corresponding tendency for risk perception to drop. For every one unit increase in employee attitude, the expectation is that risk perception will decrease by 0.485 units by assuming all other factors are same. For the p-value is 0.007 falls lower the significance level of 0.05. Consequently, there shows enough evidence to establish a statistically significant relationship between employee attitude and risk perception.

Social Influence

The coefficient value of -0.258 indicates a negative correlation between social influence and risk perception. Social influence increases, there is a corresponding tendency for risk perception to drop. On average, a 1 unit increase in social influence is expected to result in a 0.258 unit decrease in risk perception by assuming all other variables remain constant. However, the p-value for is 0.158 surpassing the significance level of 0.05. Therefore, there is insufficient evidence to suggest a statistically significant relationship between social influence and risk perception.

Stress induced on worker

The coefficient value of 0.257 signifies a positive correlation between stress induced on worker and risk perception. Higher sponsorship disclosure levels are associated with increased risk perception. On average, a 1 unit increase in stress induced on worker is predicted to lead to a 0.257 unit increase in risk perception by assuming all other variables remain constant. The p-value for stress induced on worker is 0.032 which is below the significance level of 0.05 which indicating sufficient evidence to establish a statistically significant relationship between stress induced on worker and risk perception at the 5% significance level.

Hygiene Behaviour

The coefficient value of 0.073indicates a positive correlation between hygiene behaviour and risk perception. On average, a 1-unit increase in hygiene behaviour is expected to result in a 0.073 unit increase in risk perception by assuming all other variables remain constant. The p-value for hygiene behaviour is 0.709 above significance level of 0.05. Consequently, there is insufficient evidence to establish a statistically significant relationship between a hygiene behaviour and risk perception at the 5% significance level.

4.4 <u>Assumption Verification</u>

Multicollinearity Test

Table 4.10: Multicollinearity Test

Independent variable	VIF values
Employee attitude	6.841
Social Influence	8.378
Stress induced on worker	7.006
Hygiene behaviour	8.632

Note. Current research

The results indicate the absence of a significant correlation among the independent variables in the study as evidenced by variance inflation factor (VIF) values below 10 for all four independent variables. This suggests no significant multicollinearity issue among the independent variables by alleviating concerns about potential collinearity problems.

Table 4.11: Tolerance test

Collinearity Statistics	
Tolerance	VIF
.146	6.841
.119	8.378
.143	7.006
.116	8.632

Note. Current research

All the tolerance levels are above 0.1 and VIF are above 5 which shows no multicollinearity exists.

Multivariate Normality

In the context of multiple regression analysis, it is assumed that the residuals in the model follow a normal distribution. To evaluate the normality of the residuals, an examination of the histogram of regression residuals was conducted (refer Appendix 4.10). The findings confirm a regular distribution of residuals supporting the assumption of normality.

Homoscedasticity Test

Homoscedasticity is a prerequisite in multiple regression analysis by implying that the variability of error terms should remain constant across different values of independent variables. To assess homoscedasticity, residuals were plotted against the dependent variable in a scatterplot. The absence of discernible patterns in the scatterplot (refer to Appendix 4.12) suggests that the data adheres to homoscedasticity assumptions in the model.

Auto-Correlation Test

The assumption of no autocorrelation in multiple linear regression (MLR) posits that error terms are not correlated across different observations. To investigate autocorrelation, the Durbin-Watson test was employed by producing a value of 1.531 in this study (refer Appendix 4.8). This value is not significantly close to 0 or 4 indicates the absence of autocorrelation issues in the model.

4.5 <u>Conclusion</u>

In conclusion of chapter 4, the respondent's information has been described in the descriptive analysis. For the measurement of scale reliability test us used to for the reliability constructs, inferential analysis is used to measure the multiple regression analysis. This chapter has covered too the result for multiple regression analysis and the test for p value. The next chapter will be the final chapter which discuss on the hypothesis result, implication and also further discussion on recommendation.

CHAPTER 5

DISCUSSIONS, CONCLUSIONS AND IMPLICATIONS

5.0 Introduction

From the chapter 4, the researcher has covered descriptive analysis, multi regression analysis, scale of measurement, inferential analysis and the result for hypothesis. In this chapter 5 will cover the findings from the test result of hypothesis and implication from the research. Nevertheless, the limitation of the research and recommendations for future research will be covered as well in this chapter.

5.1 Discussions of Major Findings

In this study segment, the examination focused on assessing the effects of four independent variables (IV) on risk perception in the hospitality industry (DV) in Malaysia. A survey was administered to 120 target respondents to gauge their agreement levels regarding employee attitude (job motivation & job satisfaction) (IV1), social influence (IV2), stress induced on worker (IV3) and hygiene behaviour (IV4). Additionally, the study has done deep understanding on the impact of these variables on risk perception (DV) using the Multiple Linear Regression (MLR) model. The key finding suggests that employee attitude (job motivation & job satisfaction) (IV1) exhibits connections with risk perception in the hospitality industry. However, there is insufficient evidence to support a strong connection between social influence (IV2), stress induced on worker (IV3) and hygiene behaviour (IV4) with risk perception in the hospitality industry.

Hypothesis	Statement	Result
H1: There is a positive relationship between employee attitude (job motivation & job satisfaction) and risk perception in the hospitality industry in Malaysia	$p = 0.007$ $(p<0.05)$	Do not reject
H2: There is a positive relationship between social influence and risk perception in the hospitality industry in Malaysia	$p = 0.158$ $(p<0.05)$	Reject
H3: There is a positive relationship between stress induced on worker and risk perception in the hospitality industry in Malaysia	$p = 0.032$ $(p<0.05)$	Do not reject
H4: There is a positive relationship between hygiene behaviour and risk perception in the hospitality industry in Malaysia	$p = 0.709$ $(p<0.05)$	Reject

Note. Current study

Hypothesis 1: Employee Attitude

From the analysis and interpretation of the research, the researcher has evident exists a support and positive linked between employee attitudes by encompassing both job motivation and job satisfaction within their risk perception within the context of the hospitality industry. Abdallah, Asmaa & Gamal (2022) have found workers attitude belief have a positive impact on risk perception and risk attitude. The empirical evidence supports the hypothesis that workers who exhibit advance levels of job motivation and job satisfaction are more likely to perceive higher risks associated with their roles and responsibilities in the hospitality sector. It is important to note that employees in the hospitality industry hold varying perceptions and attitudes towards risks which can significantly impact their behaviour in terms of risk-taking. The positive correlation observed in the study suggests that as employees derive greater satisfaction from their jobs and feel motivated in their work, they become more aware and responsive to the potential risks inherent in their industry (Sangaran & Jeetesh, 2015). The implications of these findings extend beyond mere statistical associations. They speak to the fundamental dynamics shaping employee behaviour within the hospitality domain.

Workers have different perceptions and attitudes toward risks which can influence their risk-taking behaviour (William & Lori, 2017). The positive correlation observed in this study suggests that as employees derive greater satisfaction from their jobs and are motivated in their work, they become more attuned and responsive to the potential risks inherent in the industry. A study has found that employee attitude and risk perception in the hospitality industry have positive relationship (Sangaran & Jeetesh, 2015). The research has suggested different type of attitude influence factors may affect the increase in the risk perception. From the study has found that employees might have different perception and attitude when it comes to the risk that relates to the hospitality industry. Furthermore, the positive relationship between employee attitudes and risk perception suggests potential avenues for employees' organizational intervention and improvement. By adapting a supportive and engaging work environment that prioritizes employee well-being, satisfaction and motivation, the workers can not only enhance employee morale and productivity but also cultivate a heightened sense of risk awareness and responsiveness among their workforce. This underscores the importance of holistic approaches to employee management and to encompass broader dimensions of employee engagement, empowerment, and resilience-building.

Research has found that the impact of COVID-19 has caused positive attitude and turnover intentions from Malaysian hospitality (Sangaran & Jeetesh, 2015). The study has highlighted that the relationship between employee attitude and risk perception has direct positive relationship. In conclusion, based on the empirical evidence gathered if the null hypothesis is rejected, affirming it shows indeed a positive and enough support linked between employee attitude which including the two items which is job motivation and follow by job satisfaction and risk perception in the industry. The research findings underscore the critical role of employee attitudes (job motivation & satisfaction) in shaping risk perception andorganizational resilience within the hospitality industry. By recognizing and harnessing the linkages between these variables, workers can adopt proactive measures to enhance employeewell-being, safety, and risk perception practices, thereby fostering a culture of excellence and sustainability in an increasingly dynamic and challenging business environment.

Hypothesis 2: Social Influence

Based on the comprehensive examination of the data gathered in this study, there is no substantial evidence to show that the hypothesis resulting a positive relationship between social influence and risk perception in the hospitality industry in Malaysia. The analysis reveals that, contrary to the initial hypothesis, there does not have statistically linked between the extent of social influence experienced by individuals in the industry and their perception of risks associated with their roles and responsibilities. Lisa, Knoll, Lucía, Maarten & Sarah, 2015 (2015) has discovered that social influence might have negative relationship with risk perception from the context of environment. The observed data does not lend support to the notion that heightened social influence leads to an increased awareness or sensitivity to risks in the context of the Malaysian hospitality sector. The absence of substantial evidence suggests that heightened social influence does not necessarily translate into an increased awareness or sensitivity to risks among workers in the industry.

Individual diversity in risk perception is a crucial aspect as personal experiences and cultural backgrounds can significantly shape perceptions and independent of social influences. Social influence itself is multifaceted and positive endorsements or recommendations may counterintuitively reduce perceived risks (Lisa, Knoll, Lucía, Maarten & Sarah, 2015). The study has suggested that nature of social influence has no impact on risk perception. One important aspect highlighted in the study is the role of individual diversity in shaping risk perception. Personal experiences and cultural backgrounds are noted as significant factors that can independently influence perceptions and regardless of social influences. This emphasizes the need to consider the diverse backgrounds and perspectives of workers when examining their attitudes towards risk within the hospitality sector.

Another study has highlighted that worker from different aspects has no positive relationship with risk perception in the hospitality industry as social influence has too many sides or multifaceted (Lisa, Knoll, Lucía, Maarten & Sarah, 2015). The multifaceted nature of social influence complicates its impact on risk perception. While positive endorsements or recommendations may intuitively be expected to heighten awareness of risks, the study

suggests that this is not always be the case. In fact, it proposes that positive endorsements could potentially reduce perceived risks, indicating a complex interplay between social influence and risk perception. The lack of a positive relationship between social influence and risk perception underscores the need for a deeper understanding of how various factors interact to shape workers' perceptions of risks in their roles and responsibilities.

The study's findings shed light on the intricate dynamics at play regarding social influence and risk perception within the Malaysian hospitality industry. By acknowledging the complexities of worker diversity, the multifaceted nature of social influence and the deeper understanding of the industry, researchers and practitioners can gain deeper insights into how perceptions of risk are formed and influenced in this sector.

Hypothesis 3: Stress Induced on Worker

Upon thorough analysis of the collected data in this study, it is apparent that there is evidence to show that the hypothesis proposing a positive relationship between stress induced on workers and risk perception in the hospitality industry in Malaysia. The empirical evidence does establish a statistically significant relationship between the level of stress experienced by workers in the industry and their perception of risks associated with their roles and responsibilities. The level of high stress can trigger workers' stress adversely affect the processes of workers themselves which can lead to increased risk perception (Shiva & Sogand, 2023).

While stress is a significant factor in the work environment, the data in this research does provide enough support to show that elevated stress levels are directly linked to an enhanced perception of risks. Stress as being a pivotal factor in the work environment able to emerge as a crucial determinant influencing workers' perceptions of risk levels. A study found that acute stress can increase risk perception with workers who put themselves under a stressor prior to a task rating situation will be impacted higher level in stress and riskier (Natalie, Ulrike, Jens, Mehdi &Wolfgang, 2020). Stress among workers may correlate directly with an increased perception of risks in the industry. Hence, it is discernible that stress levels among workers may directly correspond to an augmented perception of risks prevailing within the industry.

Another research has found that COVID-19 in hospitality employees has direct positive related to depression which is one of the common main symptoms of stress within the employees (Jiaqi, Sunghoon, Stephen, Maw, Aldo, Shyla & Jamie, 2021). The study also has addressed the reduce in the stress of employees may result in better performance which the decrease in stress level will result in a lower risk perception within the workers. Nevertheless, the study also shows that alleviating stress among employees may yield enhanced performance outcomes. Consequently, a reduction in stress levels is likely to translate into a diminished perception of risks among workers.

Furthermore, it is imperative to acknowledge the broader contextual factors shaping stress levels within the hospitality sector. Pressures stemming from work demands and external

stressors such as economic uncertainty or global pandemics like COVID-19 all contribute to the complex landscape of stress experienced by workers. Recognizing and addressing these underlying stressors are paramount for fostering a healthier work environment and mitigating the adverse effects of stress on risk perception and employee well-being. The synthesis of empirical evidence presented in this study underscores the critical importance of understanding the nexus between stress and risk perception within the hospitality industry. Overall, this research provides valuable insights for the researcher to develop targeted interventions which aim at reducing stress and fostering a more resilient and thriving workforce.

Hypothesis 4: Hygiene Behaviour

Upon completion of our comprehensive research and meticulous analysis of the data collected within the context of the hospitality industry in Malaysia, it becomes no evident that the initially place hypothesis by proposing a positive relationship between hygiene behaviour and risk perception must be rejected. Contrary to our expectations, the empirical findings fail to provide substantial support for the hypothesized connection between these two variables. Empirical evidence has shown that precautionary behaviour results in appropriate reductions in risk perception which indicating an inverse relationship between hygiene behaviour and risk perception (Rebecca & William, 2015). Cleanliness in the hospitality industry within the workers can lead to decrease in anxiety which is risk. The research has suggested that there has no positive relationship between hygiene and risk perception. The empirical evidence fails to furnish substantial support for the conjectured linkage between these two variables.

Industry has governed by strict hygiene regulations and standards and their effective enforcement could contribute to a controlled and safe environment and thereby diminishing the perceived risks associated with hygiene lapses (MSL, 2024). Within the hospitality industry, cleanliness assumes paramount importance not only for aesthetic appeal but also for the maintenance of health and safety standards. Consequently, the industry is subject to stringent hygiene regulations and standards and the effective enforcement of which is instrumental in adapting a controlled and safe environment. The stringent adherence to these regulations serves to mitigate the perceived risks associated with potential hygiene lapses those concerns pertaining to hygiene-related hazards.

Government policies have promoted strong hygiene for overall cleanliness to solve the heath issue which remove on the risk issue (Colum, 2020). Moreover, governmental policies aimed at promoting robust hygiene practices contribute significantly to the overarching goal of public health and safety. By championing initiatives geared towards enhancing cleanliness and hygiene standards which help to address not only the immediate health concerns but also obviate potential risks associated with hygiene-related issues. The elucidation of this multifaceted approach underscores the synergistic interplay between governmental

interventions and industry practices in mitigating perceived risks and fostering a culture of hygiene consciousness.

Furthermore, the implementation of comprehensive training programs aimed at enhancing hygiene behaviour among hospitality staff emerges as a linchpin in the overarching strategy of risk mitigation. The improved of hygiene behaviour among staff through training program has further contributed to a reduction in the overall perceived risk (Rebecca & William, 2015). The relationship between hygiene practices and perceived risks are has shown negative relationship. The efficacy of such training initiatives lies in their capacity to instil best practices and foster a collective commitment to upholding hygiene standards and thereby engendering a conducive environment conducive for safety.

In context between hygiene practices and perceived risks, it becomes patently evident that a deeper understanding of these dynamics is imperative for devising efficacious risk within the hospitality industry. The multifaceted interplay between regulatory frameworks, governmental policies and industry practices underscores the need for a holistic approach to addressing hygiene-related concerns. As such, it behoves stakeholders within the hospitality sector to leverage these insights in crafting robust risk that prioritize hygiene consciousness and foster a culture of safety and well-being.

5.2 <u>Implications</u>

Practical Implication

The research has carried out practical implications for the enhancement of risk perception within the Malaysian hospitality industry. In addressing Hypothesis 1 which suggests a positive relationship between employee attitudes which consisted of job motivation and job satisfaction and risk perception, organizations are urged to invest in training programs that boost employee satisfaction and motivation. Transparent communication about job roles and potential risks is vital for fostering a proactive risk-aware workforce. The company should consider implementing targeted initiatives aimed at bolstering employee motivation and satisfaction. Investment in comprehensive training programs can improve on workers' skills and job satisfaction which subsequently leading to a more stronger risk perception. Recognizing and rewarding high levels of motivation and job satisfaction can serve as a powerful incentive for employees to actively engage in risk perception practices. The company are encouraged to invest in training programs that boost employee satisfaction and motivation. By preparing the workers with the necessary skills and resources able to help them perform their jobs effectively, company can enhance job satisfaction and motivation levels among staff. Comprehensive training programs can also increase employees' confidence in their abilities to handle job responsibilities and navigate potential risks effectively. For example, training sessions on safety protocols, emergency procedures and customer service skills can help employees feel more prepared and empowered to address risks and challenges in the workplace.

Besides that, transparent communication about job roles and potential risks is vital for fostering a proactive and risk-aware workforce. Organizations should ensure that employees are well-informed about the nature of their roles, responsibilities and the potential risks associated with their job tasks. Clear and open communication channels facilitate dialogue between management and staff which enabling employees to voice concerns, seek clarification and contribute ideas for improving risk. By promoting a culture of transparency and accountability, organizations can enhance employee trust and engagement that lead to stronger risk perception and proactive risk perception.

Companies can consider implementing targeted initiatives aimed at bolstering employee motivation and satisfaction. This could include initiatives such as employee recognition programs, wellness initiatives, professional development opportunities and flexible work arrangements. By addressing factors that contribute to job satisfaction and motivation, organizations can create a positive work environment that fosters employee engagement and commitment to organizational goals. Investing in employee well-being and career development not only improves job satisfaction but also strengthens employees' sense of belonging and loyalty to the organization which in turn enhances their risk perception and willingness to engage in risk practices.

Recognizing and rewarding high levels of motivation and job satisfaction can serve as a powerful incentive for employees to actively engage in risk perception practices. Organizations can implement reward systems such as performance-based bonuses, employee of the month awards or peer recognition programs to acknowledge and celebrate employees who demonstrate exemplary levels of motivation, job satisfaction and commitment to safety. By publicly recognizing and rewarding employees for their efforts, organizations reinforce desired behaviours and cultivate a culture of excellence and accountability which ultimately contributing to a safer and more resilient workplace environment.

For hypothesis 3, indicating a positive relationship between stress on workers and risk perception which emphasizes the need for stress management programs and effective safety protocols. These initiatives can contribute to a positive work environment and contribute stress's potential impact on risk perception. Organizations in the sector should prioritize the well-being of their workforce by implementing stress management programs and initiatives. Investing in resources that address the root causes of stress such as heavy workloads or inadequate support systems which can contribute to reducing stress levels among employees. Organizations in the hospitality sector should prioritize the well-being of their workforce by implementing stress overcoming campaigns and initiatives. The programs able to provide workers with tools and strategies to eliminate their stress in their workplace. Stress management programs may include workshops, seminars, counselling services and wellness activities aimed at promoting mental and emotional well-being among employees. By

equipping employees with the skills and resources to manage stress effectively, organizations can mitigate its potential impact on risk perception and enhance overall employee resilience.

In addition to stress management programs, organizations should also prioritize the implementation of effective safety protocols to mitigate workplace risks. Clear and well-defined safety protocols help employees understand their roles and responsibilities in maintaining a safe work environment and responding to emergencies. Regular training sessions on safety procedures, hazard recognition and risk strategies can empower employees to identify and address potential risks proactively. By fostering a culture of safety and accountability, organizations can minimize the likelihood of workplace accidents and injuries, thereby reducing stress levels among employees and positively impacting risk perception.

Investing in resources that address the root causes of stress such as heavy workloads, inadequate support systems and poor work-life balance is essential for reducing stress levels among employees in the hospitality industry. Organizations should conduct regular assessments to identify sources of stress within the workplace and take proactive measures to address them. This may involve implementing workload management strategies by providing additional staffing or support resources and promoting flexible work arrangements. By addressing the underlying factors contributing to stress, the company able to create a more supportive and conducive place for the workers well-being and enhances risk perception.

Additionally, fostering a supportive and inclusive workplace culture can help the workers in expressing their concern and by providing a helping hand can decrease stress and positively impact risk perception. Fostering a supportive and inclusive workplace culture is crucial for reducing stress levels and positively impacting risk perception. Organizations should encourage open communication, active listening and empathy among managers and colleagues to create a supportive work environment where employees feel valued and supported. Providing avenues for feedback, recognition and professional development opportunities can further enhance employee engagement and job satisfaction and contributing to a positive work culture that promotes resilience and effective risk.

Overall, an understanding of these relationships is essential prompting organizations to conduct contextual analyses and engage in continuous research to adapt strategies to the evolving dynamics of the Malaysian hospitality industry. The practical implications underscore the importance of tailored interventions to create a safer and more resilient working environment in the hospitality sector.

Theoretical implication

The used of the Theory of Planned Behaviour (TPB) to evaluate the impacts of the COVID-19 on risk perception in hospitality industry in Malaysia provides a structured framework for understanding and influencing key factors. In this modified TPB model, employee attitude represents the individual's overall evaluation of engaging in risk perception behaviours. The significance of employee attitudes suggests that fostering positive perceptions of risk is crucial for successful risk management strategies in the post-pandemic landscape. Social influence now conceptualized as subjective norms and act as a central role in designing an workers' perception of what is socially expected or approved. Given the communal nature of the hospitality industry by understanding and leveraging subjective norms can influence employees to adopt risk-aware behaviours collectively. TPB provides a structured framework for understanding and influencing key factors that shape individuals' behaviours which including risk perception within the hospitality industry. By incorporating TPB into the study, researchers can systematically examine the determinants of risk perception and identify potential leverage points for intervention and intervention.

In the modified TPB model used in the study, employee attitudes represent individuals' overall evaluations of engaging in risk perception behaviours. This emphasizes the importance of fostering positive perceptions of risk among employees in the post-pandemic landscape. Positive attitudes towards risk perception can lead to greater vigilance, adherence to safety protocols and proactive risk strategies within hospitality establishments. Understanding and addressing factors that influence employee attitudes can inform targeted interventions aimed at promoting a culture of risk awareness and resilience within the industry.

In the modified TPB model, social influence is conceptualized as subjective norms which play a central role in shaping workers' perceptions of what is socially expected or approved in terms of risk perception behaviours. Given the communal nature of the hospitality industry, understanding, and leveraging subjective norms can influence employees to adopt risk-aware behaviours collectively. Positive social norms able to bring up collective responsibility and encourage workers to prioritize safety and risk mitigation efforts in their interactions with colleagues, customers, and other stakeholders. By promoting a culture of mutual support, trust, and accountability, subjective norms can strengthen risk and enhance organizational resilience in the face of emerging threats and uncertainties.

Stress induced on workers which categorized as the perceived behavioural control (PBC) component reflects the workers' perception of their ability to cope with stressors while maintaining effective risk perception. By addressing stress management and building resilience, organizations can positively impact employees' perceived control over their ability to engage in risk-aware behaviours. In the high-pressure environment of the hospitality industry, employees may face various stressors, including heavy workloads, demanding customers and uncertainty related to the COVID-19 pandemic. By addressing stress management and building resilience, organizations can positively impact employees' perceived control over their ability to engage in risk-aware behaviours. Stress induced on workers which categorized as part of the perceived behavioural control (PBC) component, reflects employees' perceptions of their ability to cope with stressors while maintaining effective risk perception. Strategies such as providing stress management training, offering employee assistance programs can help employees develop coping skills and resilience to navigate stressors effectively. By empowering employees to manage stress and maintain focus on risk perception, organizations can enhance overall employee well-being and contribute to a safer and more resilient workplace culture.

Lastly, hygiene behaviour serves as another component of PBC which capturing the actions individuals can take to protect themselves and others. This includes adherence to hygiene protocols and health guidelines and reinforcing the idea that one's perceived control over hygiene practices directly influences risk perception. Hygiene behaviour serves as another component of perceived behavioural control (PBC) within the hospitality industry. This

component captures the actions individuals can take to protect themselves and others, particularly in the context of preventing the spread of infectious diseases such as COVID-19. Adherence to hygiene protocols and health guidelines such as regular handwashing, wearing mask and maintaining cleanliness in workspaces are essential for minimizing the risk of transmission and ensuring the safety of employees and guests. Reinforcing the idea that one's perceived control over hygiene practices directly influences risk perception can motivate employees to prioritize and adhere to recommended hygiene behaviours consistently. Organizations can support hygiene behaviour by providing clear guidelines, training, and resources, as well as implementing monitoring and enforcement mechanisms to ensure compliance. By empowering employees to take proactive measures to mitigate risks through good hygiene practices, organizations can contribute to a safer and healthier work environment for everyone involved.

In this adapted TPB framework, risk perception aligns with behavioural intention, indicating the intention to engage in risk-aware actions. With the removal of the last behavioural component, the focus shifts to understanding and shaping the cognitive antecedents that drive risk perception. By recognizing the interconnectedness of employee attitude, subjective norms, stress-induced impacts and hygiene behaviours within the TPB framework, the hospitality industry in Malaysia can strategically tailor interventions and policies to positively influence risk perception and enhance overall preparedness for future challenges such as those posed by the COVID-19 pandemic.

5.3 <u>Limitations</u>

From the valuable gains from this research, it is essential to understand several limitations that can impact the findings. Firstly, the research's reliance on self-reported data from employees within the Malaysian hospitality industry introduces the possibility of response bias and potentially influencing the accuracy of participants' accounts of their attitudes, perceptions and experiences. In the context of the Malaysian hospitality industry, this could introduce response bias, where participants may provide answers that they believe are more socially desirable or acceptable rather than fully accurate. For example, employees might feel pressured to provide positive feedback about their workplace environment or their experiences with certain policies or practices by leading to an overestimation of satisfaction levels or a reluctance to report negative aspects. This can potentially influence the accuracy and reliability of the findings, as they are based on subjective interpretations rather than objective measures.

Additionally, the cross-sectional study from the research has designed limitation to the establishment of causal relationships between variables. The data collected at a single point in time has a high chance not able to capture the nature of the relationships under investigation, and longitudinal studies could provide a more nuanced understanding of the evolving dynamics within the hospitality sector. A cross-sectional study collects data at a single point in time by providing a snapshot of a population or phenomenon at that specific moment. While cross-sectional studies are valuable for exploring associations between variables, they have limitations when it comes to establishing causal relationships. Without the ability to manipulate variables or track changes over time, it becomes challenging to determine the directionality of effects. For instance, in the context of hospitality research, a cross-sectional study may find a correlation between employee satisfaction levels and customer service quality, but it cannot definitively conclude whether satisfied employees lead to better service or vice versa. Longitudinal studies which track the same variables over an extended period are better suited for capturing the dynamic nature of relationships and identifying causal pathways. They allow researchers to observe changes over time and make more informed conclusions about cause and effect.

Furthermore, the research just focusses on specific cultural and geographical context namely Malaysia raises concerns about the generalizability of the study hospitality contexts. Cultural nuances and industry practices may vary and impacting the transferability of the results. Focusing solely on the Malaysian hospitality industry may limit the generalizability of the study's findings to other cultural and geographical contexts. Cultural nuances play a significant role in shaping employee attitudes, behaviours, and organizational practices. What works well in Malaysia might not necessarily apply to hospitality contexts in other countries with different cultural norms, values, and management styles. For example, employee expectations, work ethic, communication styles and perceptions of leadership may vary across cultures, influencing the effectiveness of certain policies or interventions. Thus, researchers and practitioners should exercise caution when extrapolating findings from this study to hospitality industries in diverse cultural settings.

Moreover, while the study incorporates insights from existing literature from the evolving nature of the hospitality industry and external factors such as global events and economic shifts might influence employee attitudes, social dynamics, stress levels and hygiene practices differently over time. The hospitality industry is dynamic and constantly evolving in response to various internal and external factors such as technological advancements, changing consumer preferences, economic fluctuations and global events for example pandemics and geopolitical tensions. These factors can significantly impact employee attitudes, social dynamics, stress levels and hygiene practices over time. For instance, technological innovations may streamline operations but also introduce new challenges related to job automation and digital literacy among employees. Similarly, economic downturns may lead to cost-cutting measures and increased job insecurity which affecting employee morale and job satisfaction. Therefore, while the study may provide insights into the current state of the Malaysian hospitality industry, it is essential to recognize that these dynamics are subject to change and requiring ongoing monitoring and adaptation of organizational strategies and policies.

Another limitation lies in the narrow scope of the variables examined. While the study reaches into employee attitudes, social influence, stress induced on worker and hygiene behaviour, other potentially relevant factor such as individual personality traits, leadership styles and

further external economic factors might result to the complexity of risk perception within the hospitality industry. The exclusion of these variables limits the comprehensive understanding of the multifaceted nature of risk perception. The study's narrow scope in examining only a few variables such as employee attitudes, social influence, stress and hygiene behaviour overlooks other potentially influential factors that could contribute to the complexity of risk perception within the hospitality industry. For instance, individual personality traits play a significant role in shaping how employees perceive and respond to risks in their work environment. Personality factors such as conscientiousness, openness to experience and neuroticism can influence risk-taking behaviour, resilience to stress and perceptions of job-related threats. Similarly, leadership styles adopted by managers and supervisors can impact organizational culture, communication patterns and employee perceptions of safety and security. Transformational leadership for example, emphasizes vision, empowerment and trust which can foster a positive safety climate and mitigate risk perception among employees. Additionally, external economic factors such as market competition, labour market conditions and economic stability can influence job insecurity, resource allocation and organizational decision-making, thereby shaping employee perceptions of risk within the hospitality industry. By excluding these additional relevant factors, the study limits the comprehensive understanding of the multifaceted nature of risk perception within the hospitality industry. Risk perception is influenced by a multitude of individual, organizational and contextual factors and neglecting these dimensions overlooks critical aspects of the risk landscape. For example, a study that solely focuses on employee attitudes and stress levels may miss the interplay between leadership practices, organizational culture, and external economic pressures in shaping risk perception within hospitality establishments. Consequently, the exclusion of these variables undermines the richness and complexity of the risk perception phenomenon and potentially leading to incomplete or oversimplified conclusions about risk dynamics within the industry.

Additionally, the study does not find deeply into the specific subsectors within the hospitality industry such as hotels, restaurants or event management which may have distinct operational dynamics and risk factors. Variations in organizational structures, industry regulations and customer interactions among these subsectors could introduce unique elements influencing risk perception that remain unexplored within the scope of this study. Furthermore, subsectors within the hospitality industry are subject to different regulatory frameworks and compliance standards. For instance, hotels must adhere to safety and hygiene regulations set by local health

authorities, while restaurants may need to comply with food safety standards and licensing requirements. Event management companies may face regulations related to permits, insurance coverage and crowd safety protocols. Each subsector within the hospitality industry such as hotels, restaurants or event management operate with distinct operational dynamics. For example, hotels typically have structured hierarchies, standardized procedures, and a focus on accommodation services, while restaurants may prioritize fast-paced service, culinary excellence, and customer satisfaction. Event management companies on the other hand specialize in organizing and executing large-scale events and requiring meticulous planning, coordination, and attention to detail. These variations in operational dynamics can influence the nature and perception of risks faced by employees within each subsector. For instance, hotel employees may encounter risks related to guest safety, security, and property maintenance, while restaurant staff may face hazards associated with food handling, kitchen equipment and customer interactions. Event planners may contend with risks related to venue selection, crowd management, and logistical challenges. By not delving deeply into these specific subsectors, the study overlooks the nuances of risk perception and management strategies tailored to the unique operational contexts of each segment. Variations in industry regulations can shape employees' perceptions of risk and influence organizational practices. Employees may perceive greater risks in subsectors with stringent regulatory requirements or face challenges in complying with complex regulations which impacting their job satisfaction, stress levels and overall risk perception. By not examining these regulatory differences across subsectors, the study misses an opportunity to explore how regulatory environments shape risk perceptions and organizational responses within the hospitality industry.

In short, while this research contributes valuable insights into the relationships between employee attitudes, social influence, stress induced on worker, hygiene behaviour and risk perception in the Malaysian hospitality industry, it is imperative to recognize and address these limitations. Future research endeavours should aim to overcome these constraints, incorporating diverse methodologies and a more expansive consideration of potential influencing factors to advance our understanding of risk perception dynamics within the ever-evolving landscape of the hospitality sector.

5.4 Recommendation for Future Research

From the insight of this study and the limitations, there has many recommendations in the domain of risk perception within the hospitality industry emerge. Firstly, to solve the limitation, future research endeavours could adopt a longitudinal method by using changes in employee attitudes, social dynamics, stress levels, hygiene practices and risk perception over an extended period. This would able to know for a more dynamic acknowledgment of how these variables evolve and interact over time, providing a nuanced perspective on the causal relationships and the impact of external events on risk perception.

As mentioned, future research endeavours could benefit from adopting longitudinal methods to overcome the limitations of cross-sectional designs. Longitudinal studies involve tracking changes in variables of interest such as employee attitudes, social dynamics, stress levels, hygiene practices and risk perception over an extended period. By observing these changes over time, researchers can gain a more comprehensive understanding of how these variables evolve and interact, providing insights into causal relationships and the impact of external events on risk perception within the hospitality industry. For example, longitudinal studies could investigate how changes in organizational policies, industry regulations, economic conditions, or global events such as pandemics and natural disasters which influence employee perceptions of risk over time. This approach would offer a more dynamic acknowledgment of the complex interplay between various factors shaping risk perception within different subsectors of the hospitality industry.

To address the lack of depth in exploring specific subsectors within the hospitality industry, future research could focus on conducting in-depth investigations into the operational dynamics and risk factors unique to different segments such as hotels, restaurants, or event management. Each subsector may have distinct organizational structures, industry regulations, customer interactions and risk strategies that warrant specific attention. By understanding of each subsector, researchers can uncover unique elements influencing risk perception that may remain unexplored within broader studies. For instance, research could examine how customer preferences, service delivery models, seasonal variations or regulatory requirements impact employee perceptions of risk within specific hospitality subsectors. This tailored approach

would provide valuable insights for developing targeted interventions and risk strategies tailored to the needs of each industry segment.

Moreover, future studies should aim for greater diversity in their participant samples by encompassing various subsectors within the hospitality industry such as hotels, restaurants and event management. Such an approach would enable researchers to explore potential variations in risk perception dynamics based on the unique operational characteristics and challenges associated with each subsector. Future studies should strive for greater diversity in worker samples by including representatives from various subsectors within the hospitality industry such as hotels, restaurant, and event management companies. Each subsector has its own unique operational characteristics, challenges and risk factors which can influence employees' perceptions of risk and their responses to it. For example, employees in hotels may face risks related to guest safety, security, and property management, whereas those in restaurants may encounter hazards associated with food handling, kitchen equipment and customer interactions. Event management professionals may navigate risks related to venue selection, crowd management and logistical challenges. By encompassing diverse subsectors in participant samples, researchers can explore potential variations in risk perception dynamics and identify sector-specific patterns and trends. This approach allows for a more nuanced understanding of how different operational contexts shape employees' risk perceptions and informs targeted interventions and risk

Additionally, considering the global nature of the hospitality industry, comparative studies across different cultural contexts and geographic regions could offer valuable insights into the universality or cultural specificity of the relationships under investigation. Given the global nature of the hospitality industry, future studies should consider conducting comparative research across different cultural contexts and geographic regions. Cultural norms, values and practices can significantly influence employee attitudes, behaviours, and perceptions of risk within the workplace. What constitutes a risk or a safety concern may vary across cultures as well as the strategies employed to mitigate risks and ensure employee well-being. Comparative studies can shed light on the universality or cultural specificity of the relationships under investigation, offering valuable insights into how cultural factors interact with organizational dynamics to shape risk perception within the hospitality industry. For example, a study

comparing risk perception among hospitality workers in collectivist cultures versus individualistic cultures may reveal differences in the importance placed on teamwork, communication, and hierarchical structures in managing risks. Similarly, examining variations in risk perception across different geographic regions can highlight the impact of contextual factors such as economic conditions, political stability, and regulatory frameworks on employees' perceptions of risk and organizational responses. By conducting comparative studies, researchers can uncover cross-cultural differences and similarities in risk perception dynamics which contributing to a more comprehensive understanding of the factors influencing risk perception within the global hospitality industry.

To enhance the robustness and reliability of findings, researchers should add on mixed-methods approach which consisted of quantitative surveys with qualitative methods such as interviews or focus groups. Incorporating a mixed-methods approach, which combines quantitative surveys with qualitative methods such as interviews or focus groups can enhance the robustness and reliability of research findings in the hospitality industry. Quantitative surveys provide valuable data on the prevalence and distribution of attitudes, behaviours, and perceptions among a large sample of participants. However, qualitative methods offer deeper insights into the underlying mechanisms and contextual factors shaping these phenomena. By allowing participants to express their experiences and perceptions in their own words, qualitative methods provide a more comprehensive understanding of the complexities and nuances of risk perception within the hospitality sector. For example, interviews or focus groups can reduce employees' subjective interpretations of risk, their coping mechanisms, and their suggestions for improving risk practices. Integrating qualitative data with quantitative findings enriches the analysis and interpretation of results which leading to more informed conclusions and actionable insights for practitioners and policymakers in the hospitality industry. This would improvise comprehensive acknowledgment of the underlying mechanisms by allowing participants to express their experiences and perceptions in their own words.

Moreover, future research could explore additional factors not considered in this study such as individual personality traits, leadership styles and economic factors to uncover their potential contributions to the complex landscape of risk perception in the hospitality sector. Future research endeavours in the hospitality industry should explore additional factors not considered

in this study such as individual personality traits, leadership styles and economic factors to uncover their potential contributions to the complex landscape of risk perception. Individual differences in personality traits such as risk tolerance, resilience and conscientiousness can influence how employees perceive and respond to risks in their work environment. Leadership styles adopted by managers and supervisors can shape organizational culture, communication patterns and employee engagement and thereby influencing risk perception dynamics. Economic factors, such as market competition, labour market conditions and financial stability can also impact job insecurity, resource allocation and organizational decision-making, thereby shaping employee perceptions of risk. By examining the interplay between these additional factors and risk perception, researchers can develop a more holistic understanding of the multifaceted nature of risk in the hospitality sector and inform evidence-based interventions to enhance workers' risk.

Given the dynamic nature of the hospitality industry and the influence of external events, researchers are encouraged to explore the impact of unforeseen disruptions, crises or global events on employee attitudes, social dynamics, stress levels, hygiene practices and subsequent risk perception. Public health crises, economic downturns, technological advancements, and geopolitical tensions are just a few examples of external factors that can significantly impact the hospitality industry and shape employee perceptions of risk. By investigating how the industry adapts and responds to these events and how they, in turn, influence employee attitudes and behaviours, researchers can provide valuable insights into the resilience and adaptability of the hospitality sector. This research can inform proactive strategies for mitigating risks, enhancing organizational preparedness, and fostering a culture of resilience in the face of uncertainty and change. From the nature of the hospitality industry and the influence of external events, researchers are encouraged to explore external global events on employee attitudes, social dynamics, stress levels, hygiene practices and subsequent risk perception. This could involve investigating how the industry adapts and responds to events such as public health crises, economic downturns or technological advancements and how these external factors shape employee perceptions of risk.

In conclusion, the recommendations in the realm of risk perception within the hospitality industry aim to address the limitations identified in this study and to further advance our

understanding of the multifaceted interactions shaping risk perception in this dynamic sector. By embracing longitudinal approaches, diversifying participant samples from employing mixed-methods designs and exploring additional influencing factors and considering the impact of external events, future research can provide a more comprehensive and better understanding of risk perception dynamics in the ever-evolving hospitality landscape.

5.5 Conclusion

In conclusion, this chapter has successfully achieved the goal and objective of the research by studying the relationship of employee attitude, social influence, stress induced on worker and hygiene behaviour with risk perception of Malaysian hospitality. This chapter has covered the hypothesis explanation, the implications, research limitation and the recommendations for the limitations

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Actual study

Appendix 3.1: Result of G power

Output Parameters

Noncentrality parameter δ	2.5166115
Critical t	1.6614037
Df	93
Total sample size	95
Actual power	0.8032762

Appendix 4.1: Reliability Test of Employee attitude

Reliability Statistics

Cronbach's Alpha	N of Items
.940	13

Appendix 4.2: Reliability Test of Social Influence

Reliability Statistics

Cronbach's Alpha	N of Items
.953	15

Appendix 4.3: Reliability Test of Stress induced on worker

Reliability Statistics

Cronbach's Alpha	N of Items
.927	10

Appendix 4.4: Reliability Test of Hygiene behaviour

Reliability Statistics

Cronbach's Alpha	N of Items
.872	6

Appendix 4.5: Reliability Test of Risk perception

Reliability Statistics

Cronbach's Alpha	N of Items
.911	8

Appendix 4.6: Pearson Correlation

Correlations

		Employee attitude	Social influence	Hygiene Behaviour	Stress_Induced_on_Worker	Risk. Perception
Employee attitude	Pearson Correlation	1	.896**	.903**	-.890**	-.790**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
Social influence	Pearson Correlation	.896**	1	.916**	-.856**	-.767**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
Hygiene Behaviour	Pearson Correlation	.903**	.916**	1	-.870**	-.756**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
Stress_Induced_on_Worker	Pearson Correlation	-.890**	-.856**	-.870**	1	.841**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
Risk.Perception	Pearson Correlation	-.790**	-.767**	-.756**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

Appendix 4.7: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.690	4	6.423	47.622	<.001[b]
	Residual	15.510	115	.135		
	Total	41.200	119			

a. Dependent Variable: RP

b. Predictors: (Constant), SW1, Social influence, Employee attitude, Hygiene Behaviour

Appendix 4.8: R Square of Model / Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	PRESS	Durbin-Watson
1	.790[a]	.624	.610	.36724	17.273	1.380

a. Predictors: (Constant), SW1, Social influence, Employee attitude, Hygiene Behaviour
b. Dependent Variable: RP

Appendix 4.9: Coefficient of Variables / Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.923	.774		5.069	<.001
	Employee attitude	-.485	.175	-.410	-2.772	.007
	Social influence	-.258	.181	-.223	-1.420	.158
	Hygiene Behaviour	.073	.195	.063	.374	.709
	SW1	.257	.119	.257	2.164	.032

a. Dependent Variable: RP

Appendix 4.10: Histogram of Actual Study / Normality Test

Histogram
Dependent Variable: Risk perception

Mean = 2.90E-15
Std. Dev. = 0.983
N = 120
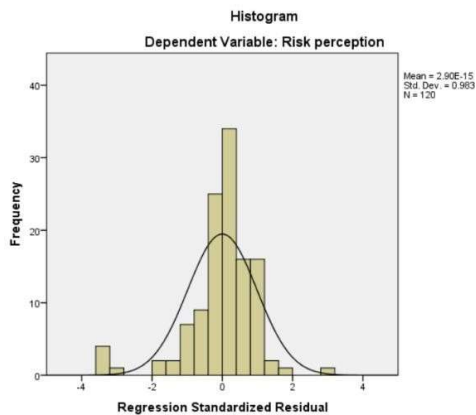
Appendix 4.11: Normal P-P-Plot / Normality Test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Risk perception
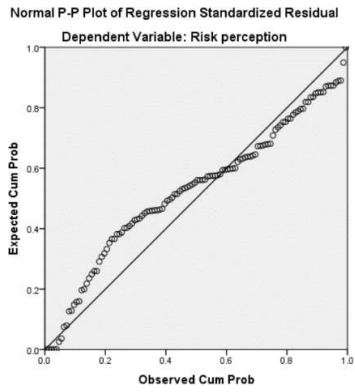
Appendix 4.12: Scatterplot of Actual Study / Homoscedasticity Test

Scatterplot
Dependent Variable: Risk perception
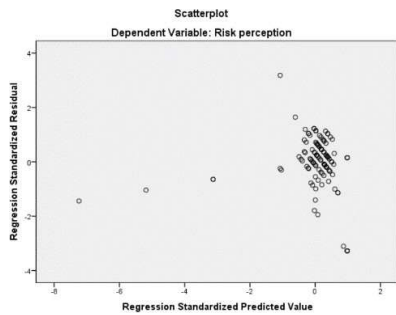
Appendix 4.13: Multicollinearity Test

Independent variable	VIF values
Employee attitude	6.841
Social Influence	8.378
Stress induced on worker	7.006
Hygiene behaviour	8.632

Appendix 4.14: Tolerance Test

Collinearity Statistics	
Tolerance	VIF
.146	6.841
.119	8.378
.143	7.006
.116	8.632

Descriptive Analysis

Appendix 4.15: Statistics of Demographic Profile

GENDER	Frequency	Percentage
MALE	63	52.50%
FEMALE	57	47.50%

AGE	Frequency	Percentage
18-30	18	15%
31-40	21	17.50%
41-50	53	44.20%
51 and above	28	23.30%

RACE	Frequency	Percentage
CHINESE	35	29.40%
MALAY	39	32.80%
INDIAN	29	24.40%
OTHERS	17	13.40%

YEARS EXPERIENCE	Frequency	Percentage
Below 2	16	13.30%
2 to 5	20	16.70%
5 to 10	44	36.70%
10 and above	40	33.30%

Appendix 4.16: Respondents' Agreeability on Independent Variables' Statements

Employee Attitude
Job motivation
I feel a sense of personal satisfaction when I do this job, I feel a sense of personal satisfaction when I do this job well

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	41	34.20%
Strongly Agree (SA)	75	62.50%

My opinion of myself goes up when I do this job effectively

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	30	25.20%
Strongly Agree (SA)	86	71.40%

I take pride in doing my job as well as I can

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	40	33.30%
Strongly Agree (SA)	76	63.30%

I feel happy when my work is up to my usual standard

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	52	43.70%
Strongly Agree (SA)	63	52.90%

I like to look back on the day's work with a sense of a job well done

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	44	37.30%
Strongly Agree (SA)	72	59.30%

I try to think of ways of doing my job effectively.

Agreeability	Frequency	Percentage

Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	53	44.20%
Strongly Agree (SA)	63	52.50%

Job satisfaction

My Job is usually interesting enough to keep me away from getting bored

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	60	50.00%
Strongly Agree (SA)	56	46.70%

I enjoy my work more than my leisure time

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	45	37.80%
Strongly Agree (SA)	71	58.80%

I feel fairly satisfied with my job

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	39	32.50%
Strongly Agree (SA)	77	64.20%

I feel that I am happier in my work than most other people

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	46	38.30%
Strongly Agree (SA)	70	58.30%

Most days I am enthusiastic about my work

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	49	41.20%
Strongly Agree (SA)	66	55.50%

Relationship with employees and management is good

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	50	41.70%
Strongly Agree (SA)	66	55.00%

I feel real enjoyment in my work

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	42	35.00%
Strongly Agree (SA)	74	61.70%

Social Influence
I avoid communication with or encountering strangers at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	67	55.80%
Strongly Agree (SA)	49	40.80%

I avoid close or personal contact with family members and/or people I am close to at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	55	50.80%
Strongly Agree (SA)	61	45.80%

I avoid going out, especially if I should require public transport to my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	53	44.20%
Strongly Agree (SA)	63	52.50%

I reduce eating out at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	40	33.30%

Strongly Agree (SA)	76	63.30%

I worry about the pandemic affecting my work

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	53	44.20%
Strongly Agree (SA)	63	52.50%

I feel anxious or fearful due to the pandemic at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	48	40.00%
Strongly Agree (SA)	68	56.70%

I am bothered by social distancing during this period of epidemic response at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	40	33.30%
Strongly Agree (SA)	76	63.30%

I am worried about COVID-19 and its impacts on our society, politics and economy

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	44	36.70%
Strongly Agree (SA)	72	60.00%

I believe that self-health management is helpful in controlling the spread of COVID-19 at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	44	36.70%
Strongly Agree (SA)	72	60.00%

I have faith in our current government's epidemic response and risk management to at workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%

Neutral (N)	2	1.70%
Agree (A)	46	38.30%
Strongly Agree (SA)	70	58.30%

I comply with the government's implementations of epidemic response in the community

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	46	38.30%
Strongly Agree (SA)	70	58.30%

I constantly check for latest pandemic news updates via television, computer or phone

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	51	42.50%
Strongly Agree (SA)	65	54.20%

I continuously seek out information regarding COVID-19 at my workplace

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	41	34.20%
Strongly Agree (SA)	75	62.50%

I am more cautious of residents from severely impacted areas

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	37	30.80%
Strongly Agree (SA)	79	65.80%

I avoid or cancel traveling overseas

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	29	24.40%
Strongly Agree (SA)	87	72.30%

Stress induced on worker
After the coronavirus crisis, how often have you been upset because of something that happened unexpectedly in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	57	47.90%
Strongly Agree (SA)	59	48.70%

After the coronavirus crisis, how often have you felt that you were unable to control the important things in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	56	46.70%
Strongly Agree (SA)	60	50.00%

After the coronavirus crisis, how often have you felt nervous and "stressed" in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	41	34.20%
Strongly Agree (SA)	75	61.70%

After the coronavirus crisis, how often have you felt confident about your ability to handle your personal problems in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	48	40.00%
Strongly Agree (SA)	68	56.70%

After the coronavirus crisis, how often have you felt that things were going your way in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	50	41.70%
Strongly Agree (SA)	66	55.00%

After the coronavirus crisis, how often have you found that you could not cope with all the things that you had to do in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%

| Agree (A) | 54 | 45.00% |
| Strongly Agree (SA) | 62 | 52.70% |

After the coronavirus crisis, how often have you been able to control irritations in your life in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	45	37.50%
Strongly Agree (SA)	71	59.20%

After the coronavirus crisis, how often have you felt that you were on top of things in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	39	32.60%
Strongly Agree (SA)	77	64.20%

After the coronavirus crisis, how often have you been angered because of things that were outside of your control in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	49	40.80%
Strongly Agree (SA)	67	55.80%

After the coronavirus crisis, how often have you felt difficulties were piling up so high that you could not overcome them in workplace?

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	45	37.50%
Strongly Agree (SA)	71	59.20%

Hygiene Behaviour

The hotel staff each receive at least one health check-up per year.

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	39	32.50%

Agreeability	Frequency	Percentage
Strongly Agree (SA)	77	54.20%

The hotel staff are meticulous in their hand-washing and disinfecting.

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	36	30.00%
Strongly Agree (SA)	80	66.70%

The hotel staff refrain from visiting crowded areas.

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	33	27.50%
Strongly Agree (SA)	83	69.20%

The hotel staff wear masks at all times while on duty.

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	45	37.50%
Strongly Agree (SA)	71	59.20%

The hotel staff cover their mouths and noses with bent elbows when coughing or sneezing.

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	61	50.80%
Strongly Agree (SA)	55	45.80%

The hotel staff always check their body temperature upon arrival at work.

Agreeability	Frequency	Percentage

Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	52	43.70%
Strongly Agree (SA)	64	52.90%

Risk Perception in this hospitality industry

My job puts me at great risk

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	47	39.20%
Strongly Agree (SA)	69	57.50%

I feel extra stress at work

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	38	31.70%
Strongly Agree (SA)	78	65.00%

I am afraid of falling ill

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	37	30.80%
Strongly Agree (SA)	79	65.80%

I feel I have little control over whether
I get infected or not

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	42	35.00%
Strongly Agree (SA)	74	61.70%

I would be unlikely to survive if I were
to contract COVID-19

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	49	40.80%

| Strongly Agree (SA) | 67 | 55.80% |

I thought about resigning because of
the pandemic

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	44	36.70%
Strongly Agree (SA)	72	60.00%

I am afraid I'll infect others with
coronavirus

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	46	38.30%
Strongly Agree (SA)	70	58.30%

My family and friends are worried that
they might get infected by me

Agreeability	Frequency	Percentage
Strongly disagree (SD)	1	0.80%
Disagree (D)	1	0.80%
Neutral (N)	2	1.70%
Agree (A)	57	47.50%
Strongly Agree (SA)	59	49.20%

Appendix A: Questionnaire

Faculty of Accountancy and Management

Survey Questionnaire

Project Tittle: EVALUATING THE IMPACTS OF THE COVID-19 PANDEMIC ON RISK PERCEPTION IN THE HOSPITALITY INDUSTRY IN MALAYSIA

Dear **respondents**,

The purpose of this study is to investigate impacts of the Covid-19 pandemic on risk perception in the hospitality industry in Malaysia.

This survey would take 15-20 minutes to fill.

There are two (2) sections.

We thank you in advance for spending your valuable time to participate in our project which would help us to gather valuable information.

Best Regards

Name	Student's ID	Email
Wong Jun Hou	2201665	junhou007@1utar.my

The survey questionnaire will consist of TWO (2) parts where;

Section A is related to the demographic data of the respondent,

Section B is related to the impacts of covid-19 pandemic on risk perception in the hospitality industry in Malaysia

Section C is related to on risk perception in the hospitality industry in Malaysia

<u>**Section A: Demographic Data of Respondent**</u> [Please place (√) where appropriate]

1. Gender.

   ☐ Male   ☐ Female

2. Age.

   ☐ 18 - 30   ☐ 31 - 40

   ☐ 41 - 50   ☐ 51 and above

3. Race.

   ☐ Chinese   ☐ Malay

   ☐ Indian   ☐ Others

4. How many years of working experience?

   ☐ Below 2   ☐ 2-5

   ☐ 5-10   ☐ 10 and above

Section B:

Please indicate your agreement or disagreement by circle one of the scales below.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Employee Attitude

Job Motivation

No.		SD	D	N	A	SA
1	I feel a sense of personal satisfaction when I do this job well	1	2	3	4	5
2	My opinion of myself goes up when I do this job effectively	1	2	3	4	5
3	I take pride in doing my job as well as I can	1	2	3	4	5
4	I feel happy when my work is up to my usual standard	1	2	3	4	5
5	I like to look back on the day's work with a sense of a job well done	1	2	3	4	5
6	I try to think of ways of doing my job effectively.	1	2	3	4	5

Job Satisfaction

No.		SD	D	N	A	SA
1.	My Job is usually interesting enough to keep me away from getting bored	1	2	3	4	5
2.	I enjoy my work more than my leisure time	1	2	3	4	5
3.	I feel fairly satisfied with my job	1	2	3	4	5
4.	I feel that I am happier in my work than most other people	1	2	3	4	5
5.	Most days I am enthusiastic about my work	1	2	3	4	5
6	Relationship with employees and management is good	1	2	3	4	5
7	I feel real enjoyment in my work	1	2	3	4	5

Social Influence

No.		SD	D	N	A	SA
1.	I avoid communication with or encountering strangers at my workplace	1	2	3	4	5
2.	I avoid close or personal contact with family members and/or people I am close to at my workplace	1	2	3	4	5
3.	I avoid going out, especially if I should require public transport to my workplace	1	2	3	4	5
4.	I reduce eating out at my workplace	1	2	3	4	5

5	I worry about the pandemic affecting my work	1	2	3	4	5
6	I feel anxious or fearful due to the pandemic at my workplace	1	2	3	4	5
7	I am bothered by social distancing during this period of epidemic response at my workplace	1	2	3	4	5
8	I am worried about COVID-19 and its impacts on our society, politics and economy	1	2	3	4	5
9	I believe that self-health management is helpful in controlling the spread of COVID-19 at my workplace	1	2	3	4	5
10	I have faith in our current government's epidemic response and risk management to at workplace	1	2	3	4	5
11	I comply with the government's implementations of epidemic response in the community	1	2	3	4	5
12	I constantly check for latest pandemic news updates via television, computer or phone	1	2	3	4	5
13	I continuously seek out information regarding COVID-19 at my workplace	1	2	3	4	5
14	I am more cautious of residents from severely impacted areas	1	2	3	4	5
15	I avoid or cancel traveling overseas	1	2	3	4	5

Stress induced impact on worker

No.		SD	D	N	A	SA
1.	After the coronavirus crisis, how often have you been upset because of something that happened unexpectedly in workplace?	1	2	3	4	5
2.	After the coronavirus crisis, how often have you felt that you were unable to control the important things in workplace?	1	2	3	4	5
3.	After the coronavirus crisis, how often have you felt nervous and "stressed" in workplace?	1	2	3	4	5
4.	After the coronavirus crisis, how often have you felt confident about your ability to handle your personal problems in workplace?	1	2	3	4	5
5	After the coronavirus crisis, how often have you felt that things were going your way in workplace?	1	2	3	4	5
6	After the coronavirus crisis, how often have you found that you could not cope with all the things that you had to do in workplace?	1	2	3	4	5
7	After the coronavirus crisis, how often have you been able to control irritations in your life in workplace?	1	2	3	4	5
8	After the coronavirus crisis, how often have you felt that you were on top of things in workplace?	1	2	3	4	5
9	After the coronavirus crisis, how often have you been angered because of things that were outside of your control in workplace?	1	2	3	4	5
10	After the coronavirus crisis, how often have you felt difficulties were piling up so high that you could not overcome them in workplace?	1	2	3	4	5

Hygiene Behaviour

No.		SD	D	N	A	SA
1.	The hotel staff each receive at least one health check-up per year.	1	2	3	4	5
2.	The hotel staff are meticulous in their hand-washing and disinfecting.	1	2	3	4	5
3.	The hotel staff refrain from visiting crowded areas.	1	2	3	4	5
4.	The hotel staff wear masks at all times while on duty.	1	2	3	4	5
5.	The hotel staff cover their mouths and noses with bent elbows when coughing or sneezing.	1	2	3	4	5
6.	The hotel staff always check their body temperature upon arrival at work.	1	2	3	4	5

Section C:

Please indicate your agreement or disagreement by circle one of the scales below.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Risk Perception

No.		SD	D	N	A	SA
1.	My job puts me at great risk	1	2	3	4	5
2.	I feel extra stress at work	1	2	3	4	5
3.	I am afraid of falling ill	1	2	3	4	5
4.	I feel I have little control over whether I get infected or not	1	2	3	4	5
5	I would be unlikely to survive if I were to contract COVID-19	1	2	3	4	5
6	I thought about resigning because of the pandemic	1	2	3	4	5
7	I am afraid I'll infect others with coronavirus	1	2	3	4	5
8	My family and friends are worried that they might get infected by me	1	2	3	4	5

~ Thank you for completing this questionnaire ~

Appendix B: Personal Data Protection Statement

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

   a) Name
   b) Identity card
   c) Place of Birth
   d) Address
   e) Education History
   f) Employment History
   g) Medical History
   h) Blood type
   i) Race
   j) Religion
   k) Photo
   l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

   a) For assessment of any application to UTAR
   b) For processing any benefits and services
   c) For communication purposes
   d) For advertorial and news
   e) For general administration and record purposes
   f) For enhancing the value of education
   g) For educational and related purposes consequential to UTAR
   h) For replying any responds to complaints and enquiries
   i) For the purpose of our corporate governance
   j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at_____.

Acknowledgment of Notice

[✓] I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

[   ] I disagree, my personal data will not be processed.

Junhou

....
Name: WONG JUN HOU
Date: 1/1/2024

Appendix C: Approval Letter to Conduct Survey

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation   Co. No. 578227-M

Re: U/SERC/321/2023

14 December 2023

Dr Yeong Wai Mun
Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Yeong,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under <u>Expedited Review</u>.

The details of your research project are as follows:

Research Title	Evaluating the Impacts of the Covid-19 Pandemic on Risk Perception in the Hospitality Industry in Malaysia
Investigator(s)	Dr Yeong Wai Mun Wong Jun Hou (UTAR Postgraduate Student)
Research Area	Tourism Marketing
Research Location	Klang Valley
No of Participants	120 participants (Age: 18 - 60)
Research Costs	Self-funded
Approval Validity	14 December 2023 - 13 December 2024

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained;

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines; and

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Accountancy and Management
       Director, Institute of Postgraduate Studies and Research