

## ABSTRAK

Keselamatan dan kesehatan kerja (K3) di industri pabrik minyak kelapa sawit masih menghadapi tantangan dalam mendorong kepatuhan pekerja terhadap prosedur kerja aman. Untuk menjawab persoalan tersebut, studi ini mengembangkan model intervensi perilaku K3 berbasis *Theory of Planned Behavior (TPB)*, melalui edukasi video, pemberian modul, dan observasi lapangan (*K3 Field Monitoring*). Penelitian ini merupakan **penelitian kuantitatif kausal (explanatory research)** dengan desain *pre-test dan post-test*. Tiga variabel independent **sikap positif, norma subjektif, dan persepsi kontrol perilaku**, diukur terhadap perilaku K3 menggunakan kuesioner skala Likert. Analisis **SEM-PLS** menunjukkan bahwa seluruh variabel berpengaruh signifikan terhadap perilaku K3 baik sebelum maupun sesudah intervensi. Pada post-test, kontribusi terbesar diberikan oleh persepsi kontrol perilaku ( $\beta = 0,360$ ;  $p = 0,000$ ), diikuti oleh sikap positif ( $\beta = 0,323$ ;  $p = 0,001$ ) dan norma subjektif ( $\beta = 0,250$ ;  $p = 0,005$ ). Nilai **R<sup>2</sup> meningkat dari 0,647 menjadi 0,751**, menunjukkan peningkatan kekuatan model dalam menjelaskan perilaku K3 setelah intervensi. Observasi perilaku melalui **K3 Field Monitoring** menunjukkan peningkatan signifikan, dengan hasil uji **paired sample t-test** menghasilkan  $t = -10,335$ ;  $p < 0,001$ . Rata-rata skor perilaku K3 meningkat sebesar 4,767 poin, menunjukkan bahwa intervensi edukatif efektif mengubah perilaku pekerja secara nyata di lapangan. Temuan ini menegaskan bahwa pendekatan *Theory of Planned Behavior (TPB)*, bila diterapkan secara terstruktur dan dikombinasikan dengan edukasi visual serta pengawasan lapangan, mampu menciptakan perubahan perilaku keselamatan yang bermakna dan terukur di lingkungan kerja berisiko tinggi.

**Kata Kunci:** Keselamatan dan Kesehatan Kerja, Perilaku K3, *Theory of Planned Behavior*, K3 Field Monitoring

## ***ABSTRACT***

In the context of the palm oil mill industry, issues pertaining to occupational safety and health (OSH) persist in terms of fostering worker compliance with established safety protocols. To address these issues, this study developed an OHS behavior intervention model based on the Theory of Planned Behavior (TPB). This model was implemented through video education, module delivery, and field observation (OHS Field Monitoring). This research employs a causal quantitative approach, characterized by an explanatory objective, and utilizes a pre-test and post-test design. Three independent variables were measured against OHS behavior using a Likert scale questionnaire: positive attitude, subjective norm, and perceived behavioral control. The SEM-PLS analysis revealed that all variables exhibited a substantial impact on OHS behavior, both prior to and following the intervention. In the post-test phase, the most significant contribution was observed to be from perceived behavioral control ( $\beta = 0.360$ ;  $p = 0.000$ ), followed by positive attitude ( $\beta = 0.323$ ;  $p = 0.001$ ) and subjective norms ( $\beta = 0.250$ ;  $p = 0.005$ ). The  $R^2$  value increased from 0.647 to 0.751, indicating an enhancement in the model's capacity to elucidate OSH behavior following the intervention. A significant increase was observed through behavioral observation via OHS Field Monitoring, as evidenced by the paired sample t-test results, which yielded  $t = -10.335$ ;  $p < 0.001$ . The mean OHS behavior score exhibited an increase of 4.767 points, suggesting that the educational intervention was effective in modifying workers' behavior in the field. The findings indicate that the Theory of Planned Behavior (TPB) approach, when implemented in a structured manner and combined with visual education and field supervision, can engender significant and quantifiable alterations in safety behavior in high-risk work environments.

***Keywords:*** Occupational Safety and Health, Occupational Safety and Health Behavior, Theory of Planned Behavior, and OHS Field Monitoring.