

Assessment of Politeness Behavior on Communicating: Validation of Scale through Exploratory Factor Analysis and Confirmatory Factor Analysis

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Abstract : This study aims to measure the validity of the politeness behaviour scale and obtain a model that fits the scale. The researcher developed the Politeness Behavior on Communicating (PBC) scale. The research method uses descriptive quantitative by developing the PBC scale. The population in this study were students in three provinces, namely South Sulawesi, West Sulawesi, and Central Sulawesi, recorded in the 2022/2023 academic year. The sampling technique used stratified random sampling by determining the number of samples using the Slovin formula. The sample of this research is 1200 students. This research instrument uses the PBC scale, which consists of 5 (five) indicators: self-regulation of compensation behaviour, self-efficacy of compensation behaviour, fulfilment of social expectations, positive feedback, and no strings attached. The PBC scale consists of 34 statement items. The data analysis technique is divided into two types: the validity test on the correlated item values and the item reliability test referring to Cronbach's and McDonald's alpha standards using the JASP application. Furthermore, the data were analyzed using confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). The results showed that the adaptation of the Politeness Behavior on Communicating (PBC) scale was on the Fit Index with a chi-square value (711,800/375), RMSEA (0.53), GFI (0.990), CFI (0.987), GFI (0.985).

Keywords : polite behavior in communicating, positive communication, exploration factor analysis, confirmatory factor analysis

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