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Evaluation of Psychometric Properties of Adaptation Social Desirability Scale from Marlowe-Crowne Social Desirability

Evaluasi Properti Psikometris Skala Kepatutan Sosial Adaptasi dari Marlowe-Crowne Social Desirability Scale

Abstract

The purpose of this study was to evaluate the psychometric properties of Social Desirability Scale. The scale consists of 20 items which adapted from Marlowe-Crowne Social Desirability Scale (MC-SD). Data analysis from 197 respondents suggests that the measurement model of social desirability by MC-SD can be divided into three factors. The items of parameter were separately evaluated by Rasch Model within its factor. From the 18 items which included in this modeling, all items have optimal indication value. Most of the items have moderate level of difficulty, so this scale will provide optimum information if it was administered to the respondent at moderate level of social desirability. The data analysis was continued to develop the scale into the short version. The items which provide less optimal information about the social desirability were deleted. The comparison result between the length and short version scale provide no difference optimal information in measuring social desirability. In general, it can conclude that the items of Social Desirability Scale which analyzed used Rasch Model have optimum psychometric properties.

Keyword: social, desirability, scale, Rasch, model, optimum, item, information,

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