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

Abstrak :

The purpose of this study was to evaluate the psychometric properties of Social Desirability Scale. Thescale 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 byMC-SD can be divided into three factors. The items of parameter were separately evaluated by RaschModel within its factor. From the 18 items which included in this modeling, all items have optimalindication value. Most of the items have moderate level of difficulty, so this scale will provideoptimum information if it was administered to the respondent at moderate level of socialdesirability. The data analysis was continued to develop the scale into the short version. The itemswhich provide less optimal information about the social desirability were deleted. The comparisonresult between the length and short version scale provide no difference optimal information inmeasuring social desirability. In general, it can conclude that the items of Social Desirability Scalewhich analyzed used Rasch Model have optimum psychometric properties.

Keyword :

Daftar Pustaka :

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