UNIVERSITI TEKNOLOGI MARA

EVALUATING AND RANKING THE FACTORS OF PUBLIC SPEAKING CONFIDENCE USING ANALYTICAL HIERARCHY PROCESS

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ABSTRACT

Public speaking confidence plays an important role in students' academic performance, personal development, and future career opportunities, especially in a world where effective communication is highly valued. Even with the importance, a lot of students are struggling to speak in confident in front of others because of various factors that has been an influence but are not always prioritized. Previous research has evaluated several factors that contribute to the public speaking confidence but there remains a necessity to systematically evaluate the significance. This study aims to identify and rank the key factors that affecting students' public speaking confidence using the Analytical Hierarchy Process (AHP). The factors used in this research were collected through expert surveys and supported by evidence from literature related to speaking. Using pairwise comparisons, AHP allows the calculation of weights that represent the relative importance of each factor from expert judgments. The results of this study provide a structured ranking that shows the most contributing factor to the confidence in public speaking among students. These findings offer a clear understanding of which factors that has to be prioritized to help students effectively. The results also serve as a reference for educators and academic institutions in creating strategies and training activities aimed at improving students' communication skills and boost their confidence for speaking publicly.