



Reliability and Validity of Questionnaire on Assessing the Aesthetic Perception of Design Motif Applied on Sarawak Pua Kumbu Cloth Using the Art Reception Survey (ARS)

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Abstract. The objective of this study was to assess the reliability of the Art Reception Survey (ARS) in measuring the aesthetic experience of a Pua Kumbu cloth among visitors who visited the textile museums in Kuching Sarawak. Using this instrument with 28 items grouped into 6 factors, the reliability was assessed by measuring its internal consistency using Cronbach's alpha coefficient. Thirty (30) visitors served as respondents in this study, who were from various age groups and different geographic backgrounds. The results from the reliability analysis revealed that the factors had good internal consistency. Cronbach's alpha coefficient ranged from $\alpha = .672$ to $.978$. The results also indicate that Negative Emotion, Expertise and Positive Attraction produced a low intraclass correlation coefficient. Negative Emotion and the first items from two other factors revealed poor item-scale correlations. This study suggests the removal of the Negative Emotion factor, which was revealed to be irrelevant in measuring the aesthetic experience of the Pua Kumbu cloth, and of items 1 of both Expertise and Positive Attraction, making the remaining 21 items in the instrument reliable to measure the aesthetic experience of the respondents towards the Pua Kumbu cloth.

Keywords: *aesthetic experience; perception; Ngepan; traditional costume; design motif.*

1 Introduction

The Iban people in the State of Sarawak are also known as the Sea Dayak. The community is the largest group of indigenous people in Malaysia Borneo [1]. Historically, the Iban community lived as nomads in Borneo and were known for their courage, reflecting their reputation as fighters and headhunters, being feared by many in the past [2]. The Iban see themselves as a great tribe and will do anything to protect their culture and traditions from extinction [2]. Pua Kumbu, made of woven cotton, is the most famous textile from the Iban people in Sarawak. They are strongly bound to their customs and beliefs and their understanding is evidently well-matched and crafted in Pua Kumbu. In most