The Practicality of PIPA (Persuasive Informative Presentation Assessment) Model Application by Using WebQual

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Abstract. PIPA (Persuasive Informative Presentation Assessment) Model is a public speaking assessment model used for Persuasive and Informative Speech designed with sandwich feedback method through Web-Based Technology. The practicality of PIPA Model defined as the extent to which a model is practical to make the product available used in apropriate place. The components of the practicality of PIPA Model were arranged based on webqual 4.0 by Barnes & vidgen. WebQual is a method for assessing the quality of Web sites. They consisted of usability, information quality, and services interaction quality. The questionnaire was distributed to 29 of the English students and 3 English public speaking lecturers of a private university in Riau province. The result of the data analyis showed that the language use, feedback method, the rubric of, and the process in assessing public speaking were practical. Furthermore, documenting of public speaking assessment result, communication features between the students and the lecturers, and accessibility of assessment were categorized very practical. It was concluded that the PIPA (Persuasive Informative Presentation Assement) Model application based on WebQual 4.0 was very practical. It is suggested that this assessment model be used for public speaking asessment at Higher Education.

Keywords: WebQual · Practicality · PIPA Model Application

1 Introduction

In University level, public speaking skill is the essential thing. Public speaking is being famous and for advance student at University [1] Furthermore, [2] state that public speaking has the speaker stand in front of the hearer to present a speech written sistematically to attract, describe, or pleasure the audience. In other side, public speaking is a step of arraging and informing a message from a speakers to hearers. Public speaking is meant as the aquavalance to the presentation, where the difference is usually meant for a trade or education areas. A trade situation means that public speaking is used to inform the commercial thing.

Then, the education context is used to explain the material in learning process. There are several attention for speaker to elaborate the opinion in front of the hearers, such

as explaining a history, disussing an the interesting impression, briging the information and attracting others to change something. Moreover, public speaking is a ability that need to comprehend by the leader, businesman, auditor, etc.

Considering the central part of public speaking in teaching and learning environment, evaluating the students' goal will be the crucial part in anvanced students to get the subject competencies [3]. The important part is improving the students' competencies, comparing the students attitudes, and repairing the habit of [4]. It means that the assessment are able to be the standart to evaluate the student achievement in teaching and learning atmosphere [5].

Nowadays, many English lecturers face difficulties conducting and assessing public speaking skills in classroom instruction. Interview and survey were conducted to lecturers at the English Department at the University of Pasir Pengaraian to know some factors that indicated those difficulties. These problem frequently appear in assessing public speaking application [6]. One example of the problems spent much time to score the students' assessing results. This condition make the lecturers to be bored and depressed to do the process. So, it brought a litle bit time to practice and assessed public speaking ability, especially in teaching and learning.

Howefer, there were some studies conducted by some sholars linked to public speaking evaluation, such as the improvement of rubric score in public speaking [1, 8], the technology aquipment as tool in examining the speech form [2], peer assessment in public speaking class [3]. Although there had been a significant number of research and models of speaking assessment, the model of public peaking assessment was still scarce. So it was necessarily conducted a specific model for public speaking assessment. as the model in supporting the assessment process to be more efficient and effectiv, the practicality of public speaking assessment necessarily conducted. This practicality increase the achievement of education, improve the quality, and repair the learning asmosphere [4].

2   Review of Related Literature

2.1   Practicality

The practicality test of PIPA Model was the important part for the application of the public speaking assessment model with sandwich feedback method through web-based technology. The components of the practicality of PIPA Model were arranged based on Web Equal 4.0 by [5]. The Components were Usability, information quality and services interaction quality.

2.2   Web-Based Technology for Public Speaking Assessment Model

Web-Based is considered as a central form in language learning. It has been used in a number of teaching applications, especially in long distances learning that focuses the employment language classrooms. Web-based technology is able to help educator to gain their learning process without physical contact in teaching and learning [13]. It can be seen in blended learning practically like the combination conventional strategy

and web strategy in learning and teaching process. In others hand, web-based technology implementation is being the crucial thing in controling and giving the feedback of learning process [6].

Web-Based system records and measures the process a teaching and learning process. The evaluators or the educators copy the process of the result of the technology or internet used. In this case, there is the reply of the result of the valuation [7]. In this case, the practical and theoretical are considered in designing and making the Web-based application Practical problem contain the evaluation of managing language used, and how to administrate the application of Web-based. In addition, the applications are also recognized as pedagogical standard by relating to the equivalence part. In line with this, the grounded theories of language learning are measured and considered to support the web applications. It is expected to engage and develop the effective web applications.

Furthermore, the increasing of technology is forwarding significantly in recent years, web-based assessment will be the top issue for the research area. Therefore, Web-Based assessment is known online assessment," or "Internet-based assessment" will produce the millions studies as the future breakthrough in education. The improvement web-based assessment produce the quality of the instrument of the assesment, it serves the advantages to lecturers and students such as it measure the level of students' goal in learning and learning environment. Web-based assessment fix the learning problem and achieve the subject goal. It explore the opportunity to acces and control the participation between lecturers and students. It means the student need to motivate for following the learning activities. As known, the students' conscious is very important to make the classroom activities more interesting because they are not stressed by the lecturers [8].

In this research, web-based technology for evaluation migh make the others learning and evaluation form and arrange effetive way to give the solution and measurement. This part serves to the students to get more evaluation on their process of learning and increase their desire in teaching and learning activities. In short, the use of web-based technology for public speaking evaluation model with sandwich feedback method motivate the students beause they get the feedback.

3 Method

3.1 Research Design

This research is a descriptive quantitative design. It means that the research design is done to get the data with the numerial data [18]. Furthermore, quantitative research is analyzing the data for measuring truth theories or event by eamining the variables of the studies [19]. The kinds of data were analyzed by applying SPSS.

3.2 Setting of the Research

This research was done at third grade of students of English Department at Pasir Pengaraian University. The location of this research was Rambah Hilir, Rokan Hulu that has been conducted from December 2020 to May 2021.

3.3 Population and Sample

Population is the total of the participant that contain the sample who are investigated by the researcher [9]. The data of this research was the third semester of English Students University of Pasir Pengaraian, academic year 2020/2021. There were 29 students who would be population. The sample of this research were taken by total sampling. It means that the number of population are being the sample. In this research, the total population were 29 students. So, the sample of this research were 29 students.

3.4 Instrumentation of the Research

Instrumentation in this study includes instrumentation of product development. It was questionaire for practicality of the product and test to testing the effectiveness of the product. However, the all questionares were validated bt two expers before distributing to the lecturers and students.

3.4.1 Instrument for Product Development

3.4.1.1. Practicality of Instrument

The Practicality of the public speaking assessment model referred to the model's usefulness for lecturers and students. In order to obtain practicality, the researcher evaluated a small group of the target users. The instruments for Practicality was questionnaires for students and lecturer as described below.

1) Questionnaires

There were two practicality questionnaires administered in this research. The questionnaire was distributed to the lecturers and students to find out the practicality of the public speaking assessment model are shown in Table 1. The questionnaire was designed based on web equal 4.0. The practicality of public speaking assessment model indicator is presented as follows.

3.4.1.2. Practicality of Data

To obtain data for the Practicality of the public speaking assessment model. The researcher distributed the questionnaires for lecturers. This questionaire intended to dig more information about the Practicality of public speaking assessment model Then the questionnaires were collected and converted to the form of numbers.

3.5 Technique of Collecting the Data

There are some techniques of collecting the data as below:

1. *Analyzing the Validity and Practicality of the data*

The validity of the Data was obtained from expert judgment. To analyze it, Likert scale (1–4) was used to avoid a neutral and ambivalent midpoint. Some labels that were often

Table 1. Indicator of Practicality

No.	Components
I	**Usability**
1.	Assessment Model is easy to use
2	Assessment Model has fast navigation
3	Assessment Model helps students in the assessment process
4	Assessment Model has things where lecturer expect to find in the assessment
5	Assessment Model useful to improve the quality of the assessment process
6	Assessment Model facilitates students to understand the aspect of public speaking assessment
7	Assessment Model has useful features for improving public speaking assessment
8	Assessment Model is easy to use in current time
II	**Information**
1	Assessment Model provides quick and easy access to finding information
2	Assessment Model has information that is updated regularly
3	Assessment Model provides relevant information
4	Assessment Model provides information content that is easy to read
5	Assessment Model communicates information in an appropriate format
6	Assessment Model provides information content that is easy to understand
III	**Services Interaction**
1	Assessment Model has a reasonable loading time
2	Assessment Model creates an experience
3	Assessment Model keeps the user's attention
4	Assessment Model conveys a sense of community among students
5	Assessment Model improves the interaction between lecturer and students
6	Assessment Model makes it easy to communicate with the lecturer
7	Assessment Model makes students easy to get feedback from the results of lecturers' corrections

(Barnes & Vidgen, 2002)

used: 1 = irrelevant, 2 = somewhat relevant, 3 = quite relevant, 4 = very relevant. Then, the result of expert judgment analyzed using a formula from Aiken's V :

$$V = \frac{\sum S}{[n(c-1]}.$$

where: n = number of assessment panels (experts)

S = r-lo

lo = lowest validity score (in this case = 1)

Table 2. Interpreting Validity Coefficients

PERCENTAGE	CATEGORY
81–100	Very Valid/ Practical
61–80	Valid/Practical
41–60	Fairly Valid/Practical
21–40	Less valid/Practical
0–20	Invalid/Impractical

c = highest validity score (in this case = 4)

r = score given assessment

Validity value was continued by determining the validity coefficients (Table 2).

The data obtain from practicality test was calculated in the percentage by using the formula:

$$\text{Practicality Level} = \frac{specific\ score}{maximum\ score} \times 100\%$$

The result then determined with the following criteria [10].

The data was described using descriptive quantitative analysis to see to what extent the Practicality of the public speaking assessment model with sandwich feedback methods through web-based technology was categorized. In this study, the point for achieving practicality score classification was on the 'practical' level. If the level of achievement was 'very practical', then this product was very strongly recommended to be utilized. If the level of achievement were 'practical,' then this product would be strongly recommended to be used. If the level of achievement was 'quite practical', then this product was recommended to be used. If the level of achievement was 'less practical', then this product was unrecommended to be utilized. If the level of achievement was 'not practical', then this product could not be utilized at the university level.

4   Result

There were two components of the practicality of Pipa Model (Persuasive Informative Presentation Assessment) that would be measured in this article. The data could be showed the following explanation.

4.1   Practicality Test By Students

Subsequent to undertaking the effectiveness test, then the practicality test of PIPA Model – Public speaking assessment model with sandwich feedbcak method through web-based technology was conducted. The questionnaires were distibuted to 29 students in obtaining the data. The students were English Department students who took Public Speaking class. The components of the practicality of PIPA Model were arranged based on Web Equal 4.0 by [11]. The Components were Usability, information quality and

Table 3. Practicality from The Components of Usability

Students	PRACTICALITY QUESTIONS THE COMPONENTS OF USABILITY								Total	%	Practicality Criteria
	1	2	3	4	5	6	7	8			
1	4	5	5	5	4	4	4	5	36	90	Very Practical
2	4	4	4	4	4	4	4	4	32	80	Practical
3	5	5	5	5	5	5	5	5	40	100	Very Practical
4	5	5	4	4	5	5	4	5	37	92.5	Very Practical
5	4	5	5	4	4	4	4	5	35	87.5	Very Practical
6	4	4	4	4	4	4	5	4	33	82.5	Practical
7	4	4	5	5	4	4	4	5	35	87.5	Very Practical
8	4	4	4	4	4	4	4	4	32	80	Practical
9	4	4	5	5	4	4	4	5	35	87.5	Very Practical
10	4	5	5	5	4	5	5	5	38	95	Very Practical
11	4	4	5	5	4	4	4	4	34	85	Practical
12	4	5	4	5	5	4	5	4	36	90	Very Practical
13	4	4	4	5	4	4	5	4	34	85	Practical
14	4	4	4	4	4	4	3	3	30	75	Quite Practical
15	4	5	5	4	4	4	5	4	35	87.5	Very Practical
16	4	4	4	4	4	4	4	4	32	80	Practical
17	4	4	5	5	5	4	4	4	35	87.5	Very Practical
18	4	5	5	4	5	5	4	5	37	92.5	Very Practical
19	4	4	4	4	4	4	4	4	32	80	Practical
20	4	4	4	4	4	5	5	5	35	87.5	Very Practical
21	4	4	5	4	5	4	5	4	35	87.5	Very Practical
22	4	5	4	4	5	4	5	5	36	90	Very Practical
23	4	4	5	5	4	5	4	5	36	90	Very Practical
24	3	3	3	3	3	3	3	3	24	60	Less practical
25	4	4	4	4	4	4	4	4	32	80	Practical
26	4	4	5	4	4	5	4	5	35	87.5	Very Practical
27	3	2	3	3	5	3	2	3	24	60	Less practical
28	4	4	5	4	5	5	5	5	37	92.5	Very Practical
29	5	4	4	4	5	4	4	4	34	85	Practical
TOTAL SCORE FOR USABILITY COMPONENT										**85**	**Practical**

services interaction quality. The Table 3 display the result of Practicality by students of PIPA Model through Web-Based Technology from The components of Usability.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 29 English students in University of Pasir Pengaraian. It can be seen that the practicality score from Usability component of PIPA Model was 85%. It means that the criteria level of PIPA Model from Usability Components was Practical. The usability components includes the languages used, the usabilty of assessment model, the usability of feedback and the usability of Web Based technology. Then, the Table 4 display the result of Practicality by students of PIPA Model through Web-Based Technology from The components of Information Quality.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 29 English students in University of Pasir Pengaraian. It can be seen that the practicality score from Information Quality components of PIPA Model was 85.2%. It means that the criteria level of PIPA Model from Information Quality Components was Very Practical. The Information Quality components includes the detail infoemation about Public speaking assessment, The rubric of Public Speaking assessment, the proces in assessing public speaking, the result of students public speaking and Information of Sandwich Feedback. Next. The Table 5 display the result of Practicality by students of PIPA Model through Web-Based Technology from The components of Services Interaction Quality.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 29 English students at the University of Pasir Pengaraian. It can be seen that the practicality score from the Service Interaction Quality components of the PIPA Model was 86.6%. It means that the criteria level of the PIPA Model from Services Interaction Quality Components was Very Practical. The Services Interaction Quality components include the document of public speaking assessment, communication feature between students and lecturers, and clear interaction and accessibility of assessment.

In short, the total score of practicality testing from 3 components of quality were seen in the Table 6.

Table shows that the total score of Practicality in PIPA Model – Public Speaking Assessment model with sandwich feedbcak method through web based technology from students were 85.6%. The three measurement components were Usability quality, Information Quality and Services Interaction Quality shows that the practicality criteria was very practical. It was interpreted the students accepted that PIPA Model was very Practical in assessing public speaking.

4.2   Practicality Test by Lecturers

The Practicality Test of PIPA Model – Public Speaking Assessment Model with Sandwich Feedback Method through Web-Based Technology was not only arranged for students but also for English Public Speaking Lecturers in University of Pasir Pengaraian. There were 3 Lecturer were invloved in the practicality test. They were Mr. Andri Donal, M.Pd., Ms. Azi Nurajimah, M.Pd and Ms. Batdal Niati, M.Pd. All of them are Tecahing Team for Public Speaking Class. The components of the practicality of PIPA Model

Table 4. Practicality from The Components of Information Quality

Students	PRACTICAL QUESTIONS COMP.OF INFORMATION QUALITY							Total	%	Practicality Criteria
	1	2	3	4	5	6	7			
1	5	5	5	5	5	5	5	35	100	Very Practical
2	4	4	4	4	4	4	4	28	80	Practical
3	5	4	5	5	5	5	5	34	97.1	Very Practical
4	4	4	4	5	4	4	5	30	85.7	Very Practical
5	4	4	5	5	5	4	5	32	91.4	Very Practical
6	5	4	4	5	4	4	4	30	85.7	Very Practical
7	4	4	4	5	4	4	4	29	82.9	Practical
8	4	4	4	4	4	4	4	28	80	Practical
9	5	4	4	4	4	5	4	30	85.7	Very Practical
10	4	4	5	4	5	5	5	32	91.4	Very Practical
11	4	5	4	4	4	5	4	30	85.7	Very Practical
12	4	4	5	4	5	4	5	31	88.6	Very Practical
13	4	4	5	5	5	5	4	32	91.4	Very Practical
14	3	4	3	4	4	4	4	26	74.3	Quite Practical
15	5	4	5	4	5	4	4	31	88.6	Very Practical
16	4	4	4	4	4	4	4	28	80.0	Practical
17	5	5	4	4	4	5	4	31	88.6	Very Practical
18	4	5	4	4	5	4	4	30	85.7	Very Practical
19	4	4	4	4	4	4	4	28	80.0	Practical
20	4	4	4	4	4	5	4	29	82.9	Practical
21	4	4	5	5	4	4	4	30	85.7	Very Practical
22	5	4	4	4	4	4	5	30	85.7	Very Practical
23	5	5	5	5	4	4	5	33	94.3	Very Practical
24	4	3	3	4	3	4	3	24	68.6	Quite Practical
25	4	4	4	4	4	4	4	28	80	Practical
26	4	4	4	4	4	5	4	29	82.9	Practical
27	4	5	1	2	3	4	4	23	65.7	Quite Practical
28	4	5	4	5	4	5	5	32	91.4	Very Practical
29	5	5	4	5	5	4	4	32	91.4	Very Practical
Total Score for Information Quality Components									**85.2**	**Very Practical**

Table 5. Practicality from Components of Services Interaction Quality

| Students | PRACTICALITY QUESTIONS | | | | | | | Practicality Criteria |
| | THE COMPONENTS OF SERVICES INTERACTION QUALITY | | | | | | | |
	1	2	3	4	5	Total	%	
1	5	5	5	5	5	25	100	Very Practical
2	4	4	4	4	4	20	80	Practical
3	5	5	5	4	4	23	92	Very Practical
4	5	5	5	5	5	25	100	Very Practical
5	5	5	5	5	5	25	100	Very Practical
6	5	4	4	4	4	21	84	Practical
7	5	4	4	5	5	23	92	Very Practical
8	4	4	4	4	4	20	80	Practical
9	4	4	4	5	4	21	84	Practical
10	5	4	5	5	5	24	96	Very Practical
11	4	4	5	5	4	22	88	Very Practical
12	5	4	4	5	5	23	92	Very Practical
13	4	4	5	4	5	22	88	Very Practical
14	4	4	4	4	4	20	80	Practical
15	4	4	4	5	4	21	84	Practical
16	4	4	4	4	4	20	80	Practical
17	5	4	5	4	4	22	88	Very Practical
18	5	4	5	5	4	23	92	Very Practical
19	4	4	4	4	4	20	80	Practical
20	4	4	4	5	4	21	84	Practical
21	4	5	4	4	5	22	88	Very Practical
22	5	5	4	5	5	24	96	Very Practical
23	5	5	5	5	5	25	100	Very Practical
24	3	3	4	3	3	16	64	Quite Practical
25	4	4	4	4	4	20	80	Practical
26	4	5	5	4	4	22	88	Very Practical
27	5	3	1	4	1	14	56	Less practical
28	5	5	5	5	4	24	96	Very Practical
29	4	4	4	4	4	20	80	Practical
TOTAL SCORE FOR SERVICES INTERACTION QUALITY							**86.6**	**Very Practical**

Table 6. Practicality Total Score of PIPA Model by Students

No	Components	Practicality Score	Practicality Criteria
1	Usability Quality	85	Practical
2	Information Quality	85.2	Very Practical
3	Services Interaction Quality	86.6	Very Practical
Average Score of Practicality Components		**85.6**	**Very Practical**

Table 7. Practicality from The Components of Usability

Lecturers	PRACTICALITY QUESTIONS								Total	%	Practicality Criteria
	THE COMPONENTS OF USABILITY										
	1	2	3	4	5	6	7	8			
1	4	4	5	5	4	5	4	4	35	87.5	Very Practical
2	5	5	5	5	5	5	4	5	39	97.5	Very Practical
3	4	4	5	4	4	5	5	5	36	90	Very Practical
Total Score for Usability Components										**91.67**	**Very Practical**

were arranged based on Web Equal 4.0 by Barnes & Vidgen (2002). The Components were Usability, information quality and services interaction quality. The Table 7 display the result of Practicality by lecturers of PIPA Model through Web-Based Technology from The components of Usability.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 3 English Lecturers in University of Pasir Pengaraian. It can be seen that the practicality score from Usability component of PIPA Model was 91.67%. It means that the criteria level of PIPA Model from Usability Components was Very Practical. The usability components includes the languages used, the usabilty of assessment model, the usability of feedback and the usability of Web Based technology. Then, the Table 8 display the result of Practicality by students of PIPA Model through Web-Based Technology from The components of Information Quality.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 3 English Lecturers in University of Pasir Pengaraian. It can be seen that the practicality score from Information Quality components of PIPA Model was 89.5%. It means that the criteria level of PIPA Model from Information Quality Components was Very Practical. The Information Quality components includes the detail infoemation about Public speaking assessment, The rubric of Public Speaking assessment, the proces in assessing public speaking, the result of students public speaking and Information of Sandwich Feedback. Next. The

Table 8. Practicality from The Components of Information Quality

Lecturers	PRACTICALITY QUESTIONS									Practicality Criteria
	THE COMPONENTS OF INFORMATION QUALITY									
	1	2	3	4	5	6	7	Total	%	
1	4	5	4	4	4	4	5	30	85.7	Very Practical
2	4	4	5	5	5	5	5	33	94.3	Very Practical
3	5	5	4	5	4	4	4	31	88.6	Very Practical
Total Score for Information Quality Components									**89.5**	**Very Practical**

Table 9. Practicality from The Components of Services Interaction Quality

Lecturers	PRACTICALITY QUESTIONS							Practicality Criteria
	THE COMPONENTS OF SERVICES INTERACTION QUALITY							
	1	2	3	4	5	Total	%	
1	5	4	4	5	4	22	88	Very Practical
2	5	5	5	5	5	25	100	Very Practical
3	4	5	5	4	5	23	92	Very Practical
Total Score for Services Interaction Quality							**93.3**	**Very Practical**

Table 9 display the result of Practicality by students of PIPA Model through Web-Based Technology from The components of Services Interaction Quality.

The Practicality of PIPA Model – Public Speaking assessment model with Sandwich Feedback through Web-based technology was carried out by 3 English Lecturers in University of Pasir Pengaraian. It can be seen that the practicality score from Service Interaction Quality components of PIPA Model was 93.3%. It means that the criteria level of PIPA Model from Services Interaction Quality Components was Very Practical. The Services Interaction Quality components includes the document of public speaking assessment, communication feature between students and lecturers, the clear interaction and accesibilty of assessment.

In short, the total score of practicality testing from 3 components of quality were seen in the Table 10.

Table shows that the total score of Practicality in PIPA Model – Public Speaking Assessment model with sandwich feedbcak method through web based technology from English Lectruers were 91.49%. The three measurement components were Usability quality, Information Quality and Services Interaction Quality shows that the practicality criteria was very practical. It was interpreted the students accepted that PIPA Model was Very Practical in assessing public speaking.

Table 10. Practicality Total Score of PIPA Model by English Lecturers

No	Components	Practicality Score	Practicality Criteria
1	Usability Quality	91.67	Practical
2	Information Quality	89.5	Very Practical
3	Services Interaction Quality	93.3	Very Practical
Average Score of Practicality Components		**91.49**	**Very Practical**

5   Discussion

5.1   The Practicality of Public Speaking Assessment Model with Sandwich Feedback Method Through Web-Based Technology

The practicality test of PIPA Model – Public speaking assessment model with sandwich feedback method through web-based technology was obtained from the result of three components; usability quality, information quality and services. Firstly, the practicality score of usability component of PIPA Model was practical. It meant that learning model was used easily in public speaking. In line with the result of this practicality of the PIPA model, [12] state that the model used in the teaching and learning process should have a high score in practicality so that it can be applied in the learning process, especially Web-Based Learning. The practicality of usability covered languages used, assessment model, feedback and Web-Based technology. The result of the practicality showed that it was essential to use in public speaking. As study by [13] the practicality of Web-Based Technology should be consistency in language used and the component of Web in order to give the chance to the user in their environment.

Secondly, the practicality score of Information Quality components of PIPA Model was very practical. Because the components of the Information Quality components; the Public speaking assessment, the rubric of Public Speaking assessment, the process in assessing public speaking, the result of students public speaking and Information of Sandwich Feedback were categorized in very practical level. It means that the information quality of PIPA model was easy to access. It was studied by [15], the evolution of Web for human life got the success and failure depend on the organized information. It is also supported by [16], E-learning in Higher education was promoted by routines administrating for planning and assessing the learning process.

Finally, the practicality score from the Service Interaction Quality components of the PIPA Model was Very Practical. This was proven by the result of The Services Interaction Quality components; the document of public speaking assessment, communication feature between students and lecturers, and clear interaction and accessibility of assessment were categorized in very practical level. Further, service interaction quality was a important part in PIPA model. Because the evaluation was obtained from the feedback or the interaction. This result was agreed by [17], the service of the interaction and feedback were a part of the evaluation in order to get the quality of the assessment. In line

with this, [18] supported in their research, the important performance was evaluated by the service of using in E-commerce Website.

The analysis of the practicality of PIPA model indicated that the service of interaction quality was very practical. Because there was the feedback of the learning and teaching of public speaking. The lecturers and students had the opportunity to interact with each other. The lecturers accused easily and the students gave the comment or suggestions in the website directly. In addition, PIPA model was very practical because it could be accede everywhere and anytime. In line with this, a study also has been done by [19] the services of website in higher education was influenced by the visitor comments, information updated, and the implementation of the feedback of the user. This result was also supported by [20], the efficiency of web learning model was affected by the feedback or the interaction. In addition, the practicality of the PIPA model was very useful to help lecturers and students in the teaching and learning process for Public Speaking subjects, especially in assessing students' skills.

6 Conclusion

PIPA Model, Public Speaking assessment model with sandwich feedback method through web-based technology, have been judged as valid, practical, and effective by expert judgment through focus group discussion and test of validity, practicality, and effectivity. Therefore, the PIPA Model can be used as an assessment model for public speaking at the English Department in the University of Pasir Pengaraian.

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