Personal Attribution of Millennial Generation: Contribution of Communication Style and Personality to Friendship Quality at the PENABUR Christian Educational Institution, Bandung

ABSTRACT

The millennial generation plays a big role and is a major concern in the world of work. Technology is very influential in their activities. Communication that is unique compared to other generations is a problem and causes conflict for millennial generations in building relationships. Communication can have an impact on relationships as relationships with other people are important and need careful consideration for millennials. Through personal attribution, this study aimed to see the correlation between communication style and personality with friendship quality. The online survey was conducted on 114 participants consisting of teachers (82%) and employees (18%) at the Christian Education Institute BPK PENABUR Bandung. The participants are the millennial generation who were born between the years of 1981-1995. Data analysis used multiple regression with P <.01. This study answered the research problems, namely, there is a correlation in the moderate category (r = .463) between the PRESENT communication styles and friendship quality. Also, it found a moderate correlation (r = .514) between the OCEAN personality types and friendship quality. Expressiveness and niceness are important communication style factors that affect the level of relationship quality. Meanwhile, the main factors in personality include extraversion, agreeableness, and openness. This study describes communication styles and personality as fading personal factors in affecting the level of depth of relationships among the millennial generation.

Keywords: millennial, communication style, personality, friendship quality

1. Introduction

1.1. Communication and Relationships in the Millennial Generation

The millennial generation is a productive age generation in the world of work. They play a big role and become a concern in the organization. This generation which is called Gen-Y is the generation born from 1981 to 1995 and lived at the turn of the millennium. In their activities, they like to take advantage of technology and are very dependent on it [1]. Besides, they are fluent in the use of technology such as cellphones and laptops, so they can easily access information and communicate with other people [2]. The presence of the internet and social media makes life values inseparable from modern life [3]. Technology plays a big role in the millennial generation.

Raina's research [4] shows that in everyday life people who are classified as Gen-Y very easily express themselves by making it obvious when they don't like something. However, the attitude shown is different when they are in the work environment. In general, this generation has requirements and functions as active and productive members of the company [3]. However, they must suppress true feelings and emotions in both the attitudes and words used as they will create conflicts. Then, Myers and Sadaghiani's research [5] also shows that spontaneous and direct communication is very important for workers who belong to Gen-Y. But how they interact and perform these actions leads to credibility, speculation, and negative stereotypes. Thus the way the millennial generation communicates is a problem in building relationships with other people, especially in the environment they are in.

Comment [MABMA1]: This is a research hypothesis, NOT a research problem

Comment [MABMA2]: The way the abstract is written is a bit confusing. Author must re-write his/her abtract.

The word CONTRIBUTION in the title discusses the regression analysis, but in the abstract, the author discusses the correlations in more detail.

Communication plays a role in bringing about increased relationships and the patterns that occur within them. On Rewindinar's research [6], communication can form closer bonds between individuals and other individuals. Communication can move relationships towards new ones from existing ones. Norton (in DeVries, [7]) defines how an individual communicates with others both verbally and non-verbally as a communication style.

Communication style is a way of conveying information through language styles that involve verbal (words) or nonverbal (body language, use of space, and distance), thus smoothing the communication process and creating harmonious relationships [8]. Meanwhile, Cremear (in S.Choi and K. Richards, [9]) defines communication style as a set of interpersonal behaviors that are used in a particular situation. Communication style is the characteristic way a person sends verbal, paraverbal, and nonverbal signals in social interactions that show 1) who he or she wants to (appear) to be, 2) how he or she tends to relate to the people with whom they interact 3) in what way the message usually interpreted[10].

Interpersonal communication style is how individuals respond to other individuals, especially in building interpersonal relationships with others. According to Norton in Levrints [11] communication style is divided into several styles, namely; dominant communication style, dramatic communication style, expressive communication style, animated communication style, attentive communication style, open communication style, friendly communication style, relaxed communication style, impression communication style, and debate communication style.

There is a close relationship between a person's communication style and personality [10]. Personality according to Feist [12] has a complex charateristic because the concept of personality is not only about human biosocial, body-mind, social, and psychological aspects, but also relates to physical characteristics, socio-psychological characteristics, mental-behavioral life mechanisms, expression of social relations, and functions, world transformation, rights and obligations, ethics and social standards. Feist also explained that the inner personality structure can be seen from the character, temperament, trait, type attribute, and habit. Personality factors, namely a person's internal factors, affect how people communicate and cannot be separated from external factors concerning how a person relates to others[13].

Relationships are something that millennials need to think about carefully. In a relationship that demands commitment, for example, they have a very cautious attitude. Apart from seeing the parents' experience and legal issues, they prefer to wait a long time and make sure that the person is the right person. Therefore they follow the prenuptial counseling process and make a prenuptial agreement. Self-focus related to career and finances is the first priority [14]

In relationships with groups, millennials want a balanced relationship. This can be seen in the research of Tina McCorkindale, Marcia W. DiStaso, and Hilary Fussell Sisco [15], on 900 millennial Facebook users in America, they focus on very specific things like how, with whom, and why they want to be involved. Millennials identify reasons why they will actively cut ties with the group. The form of relationships and the factors in building relationships are important for millennials.

Basically, every individual is a social being who is motivated to seek, build, and maintain strong social relationships. The inevitable relationship is a relationship built through interpersonal communication. One of them is a friendly relationship that is a necessity for every individual.

Even so, friendly relationships do not just happen but are built through the participation of each other [16]. The conversations that are inseparable from each individual keep them connected. How deep and how many aspects of friendship such as openness, the time given, including the positive behavior towards friends will build the friendship quality[17].

Based on the symptoms shown through researches on the millennial generation mentioned above, it is clear that communication and personality affect relationships. Therefore, this study aimed to answer the following research questions. First, to what extent the effect of communication styles and personalities on the friendship quality built in the millennial generation. Meanwhile, the second problem wanted to answer the extent to which personality affects the friendship quality that is built on the millennial generation. Besides, this study also described the dimensions which are important factors in the friendship quality in each variable.

1.2. Fritz Heider Attribution Theory

Interpersonal communication is communication that involves interaction between individuals, between two or sometimes more than two, that occurs reciprocally and encourages mutual dependence between one another [18]. So that the process that occurs involves the delivery and reception of messages between sender & receiver of the messages. Interpersonal communication will ultimately affect relationships that occur interpersonally[19].

Attribution theory is included in the interpersonal communication theory introduced by Fritz Heider in 1958 [20]. Although this theory is an old theory, it is still often used and the formula is relevant for the current study. Attribution theory studies how someone takes an action and what is behind one's actions. It can also be stated that attribution theory explains the background of a person's behavior and how a person understands an event. Attribution involves people who communicate as active individuals because they have knowledge construction through their interactions with the environment [21]

The attribution process occurs between the relationship of the two communicating parties and affect on the behavior that will occur, namely the relationship between the two [22]. Weiner [23] explains the reasons or causes of relationship failure through attribution theory. These reasons are related to property and antecedents. Property involves external factors such as locus, location, as well as those outside the person. Meanwhile, antecedents concern factors within a person such as trust and communication as the center of the relationship.

Heider [20] in his view explains that in order to understand the behavior of individuals and others, the tendency is to observe how each individual behaves. The assumptions in attribution theory [24] namely, there are factors that affect the behavior of others, which are situational and personality factors. Situational factors include factors that can put pressure on others. The next situational factor is in the way a person does things that will result in the possibility of what will happen in the future. Inadvertency is unlikely to affect what happens next. While the personality factor is the nature of a person's personal behavior. Personal attribution in Hayder's understanding is shown when the environment provides a variety of behaviors. Thus, attribution can predict behavior.

2. Material and Methodology

This study aimed to explore the unique communication styles of the millennial generation and the personalities correlated to friendship quality. This exploratory study aimed to gain a better understanding [25]. For this purpose, the method used is survey research.

The steps taken were first to make a questionnaire. The questionnaire in this study consisted of questions that could be answered using five interval scales, namely Strongly Disagree, Disagree, Uncertain, Agree, and Strongly Agree. The questions are to measure the three variables, namely communication style, personality, and friendship quality.

The questions that cover the six dimensions of communication style refer to RE de Vries [7] namely with the acronym PRESENT. Preciseness includes clarity, conciseness, efficiency, and (businesslike) composure. Reflectiveness refers to engagement, analytical reflectiveness, and philosophical/poetic reveries. Expressiveness refers to talkativeness, certainty, energy, and eloquence. Supportiveness consists of accommodation, admiration, supportiveness, and stimulation. Emotional tension is a component of sadness, irritability, anger, and tension. Niceness includes components of extraversion, uncritical, modesty, and cheerfulness. Lastly, the threateningness factor includes components of abuse, threateningness, and deceptiveness.

Meanwhile, the next questions are the part that covers five dimensions adopted from the BFI (Big Five Inventory) test tool introduced by John (1990). This study used five dimensions, namely 1)

conscientiousness which is competence, 2) agreeableness consisting of trust and altruism, 3) neuroticism, namely anxiety, 4) openness to experience which includes fantasy and action and 5) extraversion, namely warmth. These dimensions were later abbreviated as OCEAN [26], totaling ten questions where each dimension consists of two questions.

The next questions that cover the friendship quality refer to Bukowski (in Ponti et all,[27]). These questions consist of five dimensions, first is companionship, which refers to the amount of time spent together, second is conflict, namely the frequency of disagreement with friends, third is help that consists of assistance and mutual aid and protection in the face of injustice and oppression of others, fourth is security, which includes reliability and the ability to overcome the problems or conflict, and the fifth is closeness, which is an aspect related to the strength of emotional relationships and attachment to a friend.

The second stage was to determine 114 samples from the population at BPK PENABUR Bandung, namely teachers and employees who were born between 1981-1995. BPK PENABUR Bandung is an educational institution located in Bandung. Bandung is the third-largest city in Indonesia in terms of population, average population density, and economic growth indicators. BPK PENABUR Bandung was founded in 1950 and in 2020 it manages 30 schools in this city.

Then, the questionnaire was distributed online in January 2021 via Whatsapp groups which were coordinated by school principals at each level. Teachers and employees are given time to provide answers at the latest so that the data can be retrieved by the researchers. The data obtained by the researchers were then performed with multiple regression analysis.

3. Results and Discussion

Table 1 is the respondent's demographic information obtained by the researchers from field data. The total sampling amounted to 114, consisting of 39% men (30 people), 61% women (84 people). Profession as a teacher is the largest, namely 82% (94 people), while 18% (20 people) are employees. 47% (54 people) of whom are married, while the remaining 53% (60 people) are single or unmarried. At the education level, 96% (110 people) are S1 (bachelor's) graduates, while 4% are S2 (master) graduates (4 people). Meanwhile, 54% (62 people) are from Bandung, which is the area where BPK PENABUR Bandung is located, while 46% (52 people) are from outside the city of Bandung.

Table 1. Respondent Demographics

Description	Percentage
Sex	
Man	39%
Woman	61%
Profession	
Teacher	82%
Employee	18%
Marital Status	
Married	47%
Single	53%
Education Level	
S1 (bachelor's)	96%
S2 (master)	4%
Origin	
Bandung	54%
Outside the city of Bandung	46%

N = 114

The data on the respondent's demographic information in this study were collected in educational institutions, thus the majority of individuals in this study are teachers. As teachers, they have the

knowledge how to educate students. Not only in terms of teaching profession but they understand their audience according to their characteristics. Through the introduction of the students' psychological development, they understand that they position themselves as teachers and as friends. Besides, teachers also work collegially with other teachers to educate their students. Therefore they will work as partners with other teachers, thus they must build good relationships because it involves the learning success of their students.

Diagram 1. shows the frequency of use of social media that respondents have on a scale of often, rarely, and never. Instagram is the most used social media compared to other social media. Facebook is the second most used social media. While Discord, Snapchat, LinkedIn are never used, —or the least used. The data illustrate at least six social media owned by every teacher and employee belongs to the millennial generation. Thus, these teachers and employees are very familiar with the use of technology, according to their characteristics.

This is supported by Figure 1. which provides an overview of the frequency of use of seven social media in the millennial generation. Although millennial generation is very dependent on technology – where they use a lot of text languages, they have different ways of building relationships.

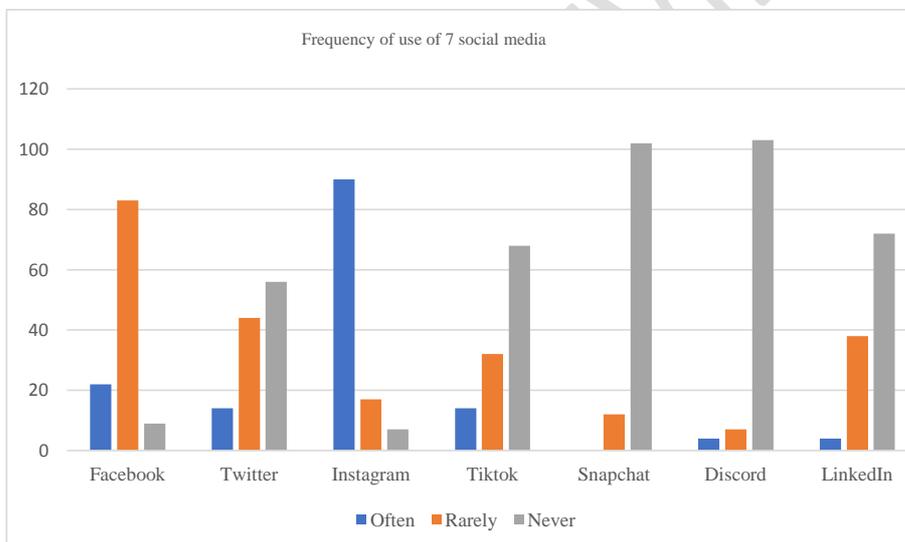Figure 1. The frequency of use of the seven social media in the millennial generation.

Table 2 is the Pearson Correlation where the data illustrate the moderate correlation between communication styles and friendship quality (r = .463). Meanwhile, the correlation between personality and friendship quality also shows a moderate category (r = .514). The correlation between communication style and personality is also on the moderate category (r = .625). This study shows that the relationship between the two variables, namely communication style and personality, are similar variables.

Table 2. Pearson Correlation

Variabel independent	Variabel dependent	Pearson Correlation
Communication styles	Friendship Quality	.463
Personality	Friendship Quality	.514
Communication styles	Personality	.625

5

The results of the study show that both communication styles and personality types have a low correlation with the quality of friendly relationships. Through this description, even though the millennial generation has their own communication styles and personality types that are different from the previous generation, the form of relationship built through these two variables does not significantly affect it. Even so, basically, communication can affect the form of relationships that occur between individuals. This can be shown in Table 3. Namely the results of the Pearson correlation test which illustrate the important factors of communication style and personality that affect the friendship quality.

Comment [MABMA6]: Significant or DOES NOT significant???

Table 3. Pearson Correlation Test Result.

	Preciseness	Reflectiveness	Expressiveness	Supportiveness	Emotionally	Niceness	Threateningness	Openness	Conscientiousness	Extraversion	Agreeableness	Neuroticism	Companionship	Conflict	Help	Security	Closeness
Preciseness	-	.452	.398	.496					.352	.323							
Reflectiveness	.452	-	.393	.587		.314			.477							.320	.349
Expressiveness	.398	.393	-	.517		.370				.462			.404			.339	
Supportiveness	.496	.587	.517	-		.377		.322		.360	.359					.308	.355
Emotionally					-		.390					.483		.313			
Niceness		.314	.370	.377		-		.374	.341	.620			.313			.311	.360
Threateningness					.390		-					.315			.350		
Openness				.322		.374		-			.334		.396			.335	
Conscientiousness	.352	.477				.341			-	.411							
Extraversion	.323		.462	.360		.620			.411	-			.332				.495
Agreeableness				.359				0.334			-					.366	.377
Neuroticism					.483		.315					-					
Companionship			.404			.313		.396		.332			-		.357	.471	.510
Conflict					.313	.350								-			
Help													.357		-	.511	.534
Security		.320	.339	0.308		.311		.335			.366		.471		.511	-	.548
Closeness		.349		0.355		.360				.495	.377		.510		.534	.548	-

P < 0.01

Communication style is a message that is conveyed when someone interacts with other people. This message is not only visible from words through the ideas or opinions conveyed. But, it can also be seen more strongly through the nonverbal (factors). For example, the tone of a person speaking, high or low – and these differ from one another because they have their own uniqueness [28]. The expression shown through nonverbal factors is an important factor in the relationship, especially when giving each other time (r = 404). Besides, expressions also have an impact on a sense of security, namely trust in one another (r = .339).

Bandung itself is a big city, but of course it has a different culture from Jakarta as the capital city. This factor certainly cannot be separated from the communication styles that exist in the millennial generation in Bandung. Cultural factors, namely the norms that exist in society, cannot be separated

from how a person communicates. Niceness is a major factor in the relationship (r = .360). The tendency is for Indonesian culture to prioritize politeness and hospitality.

In line with this, culture and communication expert, Stuart Hall in his idea, divides or categorizes culture into two parts, namely high context and low context (Nishimura et al., 2008). According to Hall, the high context communication style is affected by the proximity factor in the culture itself and is usually covered by existing norms. In high context culture, the community does not provide information directly, but the communicant is expected to see and read the situation about what the communicator really wants to convey. Communication involving messages from the communicator is usually implied in nonverbal expressions. High context communication style upholds the values and norms of a person.

Whereas in the low context of communication the communicator prefers to speak and convey the message in a straightforward manner. Low context communication delivers messages directly. In contrast to the high context, which talks one by one, the low context is more open and does not rule out the possibility to interrupt each other in a conversation. The interactions that occur between the two parties take place dynamically. Thus, although communication styles can be measured through six dimensions as in the measurements made in this study, culture is an important factor in communication styles. To see how this factor works in a communication style it is necessary to look at the context in which the communication takes place.

Extraversion is another important factor in personality variables that affect the friendship quality. Personality related to cognition, emotion, and motivation [29]. Personality also affects relationships, including the relationships between teachers and students. The personality of teachers who tend to build good and harmonious relationships is very much needed in interpersonal, performance, and professionalism in their daily profession as teachers. Teachers work collegially with colleagues. So, trust is needed between one individual and another. Therefore, the agreeableness factor, namely trust can have an effect on a person's sense of security (r = .366) and closeness (r = 377).

Good knowledge of an activity process affects the level of anxiety [30]. Therefore, knowledge becomes an important factor in the level of one's relationship. If someone has good knowledge, it will increase trust in building relationships. Referring to one of the professions of respondents, namely teachers, they basically have knowledge, especially about the development of students. Thus, as a communicator, teachers understand the knowledge of their audience.

Building closeness is greatly affected by openness. This open personality is another important factor in relationships. Openness has a fairly high degree of correlation for companionship (r = .396). Openness also has an effect on trust in relationships (r = .335). Boertien [31] in his research, shows that relationship satisfaction is built from the communication that occurs. Apart from understanding the background of each of these individuals, openness in communication is key, especially in preventing conflict.

Extraversion is the key to emotional closeness, where the correlation shows r = .495. Sukawati's research [32] shows that teachers can build good relationships with students – in which it can affect the success of their students. However, this relationship is carried out in informal communication, outside the school where they are doing activities together. Fluent and smooth language styles can build emotional interpersonal relationships.

Personality has a complex charateristic, because apart from being able to be distinguished from the OCEAN types, it is highly influenced by the processes in one's life. Jayawickreme's research [33] shows that a person's life changes, such as a person's traumatic experiences, greatly affect personality. Changes in demographic variables, occupation, or marital status will have an impact on how a person adapts to the environment which in turn can make their personality change [34].

46% of the respondents in BPK PENABUR Bandung, which is half of the samples in this study, are from outside Bandung. This factor can have an impact on personality in adapting to the environment. Thus, in their profession as teachers, they will adapt mainly not only because of their personalities but (because) they must build good relationships with colleagues and students.

Table 4 shows the effect of communication style on the friendship quality which contributes 29.7% (R Square .297). Thus the contribution outside the communication styles variable, which were not observed is 70.3%. Then the two variables, namely communication styles and personality, if the two are combined, they contribute to the friendship quality by 28.5% (Adjusted R Square .285). Therefore, 71.5% outside the variables observed in this study contribute to the friendship quality.

Table 4. Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.545[a]	.297	.285	10.847	.297	23.481	2

Figure 2 shows the normal distribution curve. The frequency distribution of each variable, namely communication styles, personality and friendship quality, is shown through the normal distribution curve in Figure 2 (Mean = 3.27E16, Std. Dev. = 0.991, N = 114).

Figure 2: Normal Distribution Curve

Histogram
Dependent Variable: Kualitas Persahabatan

Mean = 3.27E-16
Std. Dev. = 0.991
N = 114
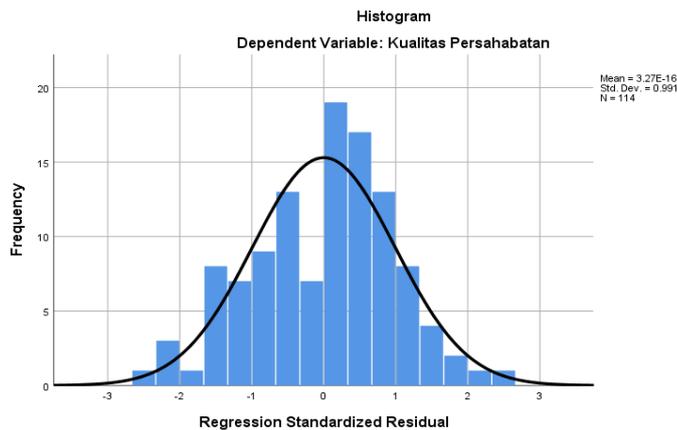
4. Conclusion.

This study reveals that personal attributions to the millennial generation are predicting the effect of communication styles, personality, and the quality of a friendly relationship. The results of this study provide a description that there is a correlation with the moderate category between PRESENT communication styles. Besides, there is also a correlation between the OCEAN personality types with the friendship quality, which is also at a moderate level.

The main factors in communication styles that affect the level of depth of the relationship are shown in the expressiveness and niceness. Meanwhile, personality factors include extraversion, agreeableness, and openness. These factors are based on professions that need to build good relationships.

This study illustrates that communication styles and personality types are personal factors that fade in the quality of relationships that exist in the millennial generation. A thorough understanding of communication styles and personality types and also factors outside of these two, namely the context in which communication takes place, which can influence the millennial generation in building interpersonal relationships, is expected to be a reference for researches carried out in the future.

CONSENT
As per international standard, participant's informed written consent has been collected and preserved by the author(s).

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