

The Influence of Speech Act on the Apology Strategy: Moderating Role of Expression of Emotions

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The aim related to this study is to examine the impact of speech act such as to request, complaints and compliments on the apology strategy with the moderating role of expressions of emotions. The data has been gathered by employing the questionnaire method from private university students. The Smart-PLS has been executed for the analysis, and results indicated that speech act such as to request, complaints and compliments have positive nexus with apology strategy. The findings also exposed that expressions of emotions positively moderated among the links of speech act and apology strategy. These findings suggested to the university students that they should highly focus on the speech acts that help in the adoption appropriate strategy during communication.

Key words: *Speech act, Apology strategy, Expressions of emotions, Request, Complaints, Compliments.*

Introduction

Human behavior is dependent on the acts endorsed, whether in an expression of speech or through social expressions. The ways of rendering acts through which expressions are endorsed contain polite and aggressive factors. When there are any circumstances of aggressive expressions, certain strategies prevail for moving towards apology factors (Alzebaree & Yavuz, 2017). Usually, the acts of speech are important in elaborating whether the speech factors are playing to what extent role in strategies of apology. There is significance between speech acts and apology strategies, where speech acts are usually used in different areas of languages, although the use also is inclusive of strategies whether it contains aggressive acts or probable polite acts. Although the strategies used in different

cultural values are also inclusive of speech acts, whereas various speech acts have strong values upon apology strategies (Lutzky & Kehoe, 2017). Some developing artificial intelligence has grown up with the increasing use of language in different cultures, therefore speech acts have some influence over apology strategies. Speech acts also are indulged in certain acts, where the illocutionary act of speech is eminent in various cultural groups with the intention of their usage (Harooni & Pourdana, 2017). It is compulsory for the acts which are needed to be understood by the other person, while many factors also prevail which have a strong assertion towards apology strategies, the use of language in different ways are important in elaborating the cause of its usage. Where the significance of speech acts is important in elaborating on the strategies of apology, the significance of other factors is also eminent where the acceptance and non-acceptance are dependent due to the ways of speech acts are performed (Saleem & Anjum, 2018).

Expression of emotions is prevalent where the human acts are used in various ways whether it can be through body or speech etc. Speech act not only prevails between two parties but is also used in various circumstances and areas like literacy and legal theories, psychology, linguistics, development of artificial intelligence and philosophy (Widiatmoko, 2017). It is important to mention whether the stated sentence is explaining the whole issue in guiding sense of any sort of other sense due to the factors that are affected by speech acts that are induced with an element of controversy. The factor of apology is not much easier as it is rendered through various studies, the element of apology is pertinent to the expression of emotion beyond placing the level of respect. Determination is necessary whether the act of interruption is made, for the analysis of the act which has been made is needed to be determined in the context that has been used in language philosophy (Subandowo & Sari, 2017). In wuthering heights, the expression of emotions is usually due to the continuous of love between two persons, while the usage of such expression has been eminent in gripping the acts of speech. The understanding is prevalent in the observation of meaning and contexts that have been used in the speech acts, while it certainly forces to be moved along with the factors of apology. These are the facts that are under the umbrella of speech acts that are simultaneous when the happening of the statement is within the locution. Some acts are clear by the understanding of the audience that may be inclusive of thankful expression, an order, a promise, or a mere apology can be an answer to the question for informing the person that is involved within the conversation. Such certain attitudes may carry the statements which further broke into the families that are being pertinent within the conversations (Litvinova, 2017).

While on the other hand, some ways usually bring consequences to the audience, although it directly affects the hearing party which results in changing the minds of other parties in the context of actions, thoughts, and feelings. Unlikely, such acts usually are used for the projecting of fear that prevails in the audience to whom the expressions are endorsed. When

there are expressions of emotions, there is a factor of love or revenge both, it is prevalent on how the expression is being induced (Utami, 2018). Although the factor of apology prevails when the circumstances of the embarrassing element occur. The study is concerned with factors relating to speech acts that usually influence the apology strategies, while many other factors also prevail which do influence the strategies of apology whereas some selective elements have been used in this study to analyze the significance of impacts. While reviewing some background of studies, some social and gender factors also prevail which influence apology strategies (Utami, 2018). The communicating cultures have significance in the speech act which is further determined through the actions that have been analyzed through the act of emotions and other ways which create the value of apology between the human components. Speech acts are not only used through various factors but also have been used through requests, compliments, and complaining means which may influence the apology strategy. When there is a gap between the values of speech while communicating with the parties, the expression of emotions has a significant role which further enumerates the factors which prevail after the act of speech has done (Jucker, 2017). It further describes the components of apology strategies that occur when there is a flaw of miscommunication. Therefore, the elaboration of apologies is determined to be performed in which acts whether having the abiding of certain elements to be done while apologizing for other persons whom the level of communication has not been done actually within the elected era aimed. The dominance of men and women has also been inserted with the significance of communication channels where the bugs occur due to the understanding capabilities. Both the receiver and speaker are an important element which creates the value of speech and apology, the better determination occurs when the values are positively inserted between both parties (Nurhasana, 2017). Moreover, the experiences of feelings also play a vital role in enumerating speech acts denoting subjected genders, offenses severity, social distance, and social status which are in a need of compulsion for performing following the era of communication. Various levels of apologies have been seen where at first the level of communication is determined for the evaluation of better apology means, while the views of apology are further determined in various ways where speech act is some of them.

Literature Review

Conflict arises where the communication gap prevails, the circumstance occurs on the stage when the message is produced by one person is of different culture while the other person who is receiving a message belongs to other cultures. Expression of emotion always prevails where the receiver and sender are or opposing sides, while the point of experience, feelings, events, and objects are particularly named some of them as important factors and the differencing communicating patterns like tradition and habits may occur across the cultures . Emotional expressions are the eminent element that is being moderated within the speech acts and apology strategies. Usually, speech acts having factors like subjected genders have

an important role in elaborating level of apology strategies where the apology factor is of various types which could be induced by various elements that force the factor of apology. The term apology arises where the expression of emotions is disrupted due to the speech acts in various forms. The focus on speech act enumerated the social status which is rendered in the wuthering heights where the status is disrupted due to the annoyance in behavioral attitude. Ultimately the strategies of apology are required to be fulfilled in some ways that the other person could be satisfied or it may be responded in some way that speech act can directly influence the strategies of apology. Moreover, the social distance that has been placed within the speech acts in wuthering heights have gained much importance which is describing some elements which are major respondent towards an apology (Kanik, 2017).

The moderating role of the expression of emotions has significance between strategies of apology and the act of speeches which has been described in the wuthering heights, although some factors have a contributing role towards strategies of apology while the expression of emotions rightly discusses the eminent role amid speech and apology (Lee, Lee, & Chun, 2018). Somehow, the literature defining two cultural theories are usually describing the variation of expressions of emotions that prevail between speech acts and apology strategies. In this, the specific category of care arises from the expression of emotions, whereas the gender difference is the important element that prevails amid speech and apology. While calculating influences of speech and apology, the gender elements have played a vital role in the literature describing girls which are taught for specific clauses, connectedness, and intimacy while in the literature boys are strongly connected to the talking views for conveying information, achieving instrumental tasks and autonomy with maintaining status. In a broader view, language is founded an important factor in communication for holding the roles of expressing and understanding the world that is striving beyond and around us (Malashkova & Putrova, 2017). Due to the crucially performing humans with variant languages are disrupting the humans of variant cultures. The issues arise in literature with plenty of views that are describing the importance of various elements that are contributing to a major role amid speech acts and apology. The expression of emotions is well enumerated in the wuthering of heights, while the element of love and revenge has been endorsed through variant elements that are impacting human behavior. Therefore, the apology factor is rising due to the aggressive acts that are done in various cultures, while the importance of living societies with different cultures has also enumerated its significant importance in the current world (Sabzalipour, Koosha, & Afghari, 2017).

Various studies have also endorsed that languages in different countries have created a sufficient environment that is pertinent to the languages where the requesting or arrogant element is found. Past studies have contributed the complimenting speech acts with significance towards apology where many contributions have been done by various authors describing the significance of speech acts which have somehow influence the apology

strategy. Although many contributions have also been seen towards apology which is rendering various modes of actions that have been done through means of speech acts. Many factors have been founded in the literature where the signs had been founded with variant elements having influences towards apology strategy. The means are clear when the value of an apology is defined in certain ways through the acts of complaining or requesting (Jiang, 2017). The theory of speech acts is enumerated while defining the underlying meaning and used language, while it is important for identifying the use of language and for what purpose it is used. The literature further describes the mode of apology is made which is an important aspect that conclusively explains the aim of apology, whether an apology, refusal, or request while many other areas have also been discussed vigorously. The significant impact of speech acts has been enumerated positivity of certain elements that have a brief discussion on the strategy of apology. The communication is effected when the different domains of speech acts have been undervalued with the category of speaker and listener, whereas such categories involve many valuing elements (Alzebaree & Yavuz, 2017).

In the discussion of apology strategy, the expressiveness of speech act has significant importance in human communication where politeness and face-saving are founded important aspect. Researchers have described conclusively in different ways for understanding the apology factor which is eminently discussing the approaches for which the factor of apology has gained importance. Speech acts with variant means have vigorously enumerated in the literature which describes the importance in the language literature, while the culture is also important where the conflict of culture and language arises with different modes of speech acts. In various views, some universal acts have been significantly enumerated discussing the social and gender elements that influence apology due to the value of gender and social means. In literature, researchers have tried to elaborate on the variant approaches for classifying the factor of apology (Harooni & Pourdana, 2017). Different investigations have been made by the studies where many languages have been observed for the comparison of speech acts and apology strategy. Such studies have further aimed to found the significance of strategy in apology whereas many means of speech acts have been enumerated the important element when the people of different cultures and countries have responded in different ways by the communication levels.

The deepness of speech acts has been significant in literature which is mentioning the importance of different factors of apology, while the strategy of apology is eminent in literature for describing the people of various native behaviors (Senturk, 2017). The work done in various studies has been positive towards speech acts, where various elements are used to describe the means that are used to discuss the term apology. While many elements like requesting mean are also counted as an important factor which straightly describes the acts of speech enumerating its role in various ways for discussing mean of apology. Some recent studies have been described with implications of complaining or complimenting means

which mentions the relativeness in the literature, although the performances at various platforms have been founded conclusive and important for a better understanding of speech act (Tillson, 2018). It is difficult in various forms to understand the crucial mean of apology for various people, while how it acts and responses to other people also have some importance in the literature. Sometimes, the speaker tries to convey the message in various modes, the understanding capability prevails some importance in the studies where different circumstances occur in understanding, and the capability itself also responses in various ways. The perceiving and conceiving of information also require the capability of understanding while the speaker must have the capability of conveying proper information to the other receiver. The means of sharing information or conveying messages requires some importance in the studies, while the native people usually understand the base of the message conveyed or information received (James & Stanger-Ross, 2018). Some writers have specified the classification of apology strategy which have some sort of work where the formulaic expressions are counted important element for the explanation of accounts for responsibility acknowledgment.

The apology term is conclusively seen in various ways where the speech act is prevalent in the literature, the observing attitude describes the term apology in what was accepted (Mulyani, 2019). The main theme of the speech act is not prohibited within certain elements but the conclusiveness of factors enumerated vast elements to reach the strategy of apology. Significantly, speech acts do influence many other factors as stated in the literature whereas the use of factors in speech acts like requests have significant importance in moving towards an apology (Kreishan, 2018). It is clear that the factor of apology is prevalent on the offender and its importance is counted when the offender is understanding the information or message in which way. Various countries have contributed significant literature on the speech act where the focus of some countries has been seen in college students which is young blood and reacts faster as compared to the old ones (Krulatz, 2018). Studies had mentioned some factors of apologies where the strategy of apology is discussed briefly in various manners, while some indirect explanations have been made in various studies where the bearing factor, an offer of repair, and responsibility acknowledgment have been seen as an important element in describing apology in indirect ways (Williams, Brennan, & Vivian, 2018). Various ways of apology measurement have been viewed in literature which briefly describes the tools, while the eminent importance of apology prevails its significant importance in achieving the instance of apology.

The gaining of apology strategy is enumerated through some crucial ways, while the speech acts have its importance which can be used to overcome the strategy of apology (Sykes & Cohen, 2018). While achieving the advantage of requesting mean for apologizing to the other person it is important to stay within the limit of request and the tone is also conceived as an important element that could achieve the element of apology. Further, if the flaws occur, the

crucial element then prevails where the receiver then has its importance for calculating the measure of restraining the mean that has been used differently. It is usual that when some circumstance occurs, the value of difference prevails, although the speech acts have significant importance to cover the flaw that occurs within such value (Rama, Tabiati, & Winarni, 2019). Language has been seen as an eminent element for elaborating the factor of apology, while the strategies have been seen in many studies where the speech acts have been viewed as positive relations among apology. The ways through which speech acts have been observed have been founded universally in some literature discussing the classifications of apology strategy which has been conducted with the influence of languages. Expression of emotions was used in some literature as a moderating element can be used amid them as a strong element for describing the views among speech acts and apology. The acts have strong importance as compared to the actions, where the possibility of damage is seen in actions while the acts are also a strong element in breaking the families where the factor of apology arises. Many studies have been founded focusing the languages which are playing some sort of important role between the conflicts of speech acts and apology, while the universal language has somehow resulted significantly in rectifying the issue of conflict between acts of speech and apology strategy (Sung, 2018).

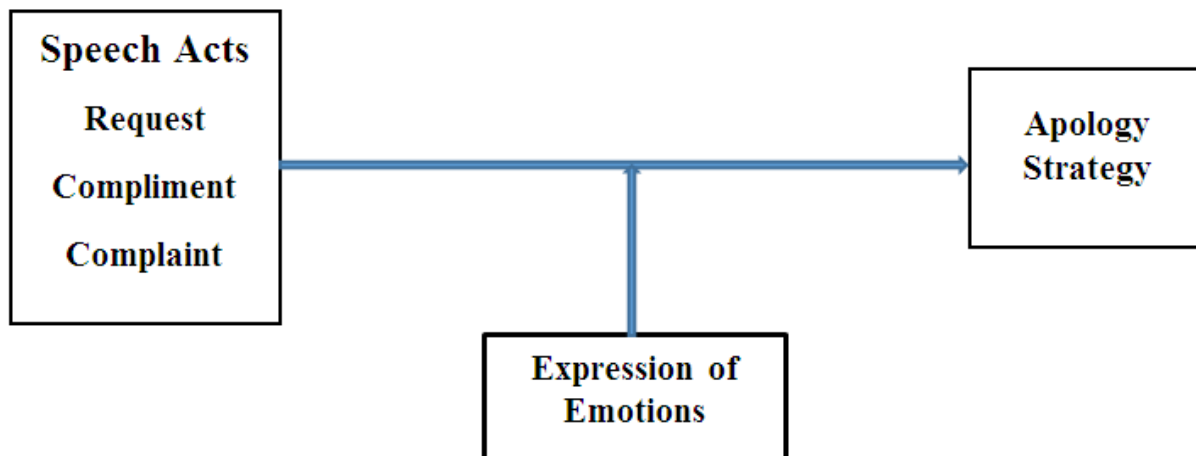
Studies not only viewed the languages but also had viewed the cultures with joining gender of variant countries, while various countries and speakers have been viewed with much literature discussing the conflict of issues. Even though, emotional expressions have been seen widely performing a positive role amid acts of speech with various factors and apology strategies, while the expectations of speech acts have gained much importance for the recovery of issues that prevail among the people (Pratiwi, Santihastuti, & Sukmaantara, 2018). Researchers have not only mentioned vast literature on the speech act and apology strategy but also have described the eminence of speech act and apology in various situations whether through secondary means or primary. The era of division has been founded in literature an important aspect that is co-related to the speech act following the means which are expressively used in various cultures. The difference of emotional expressions not only resulted in a moderating role in variant studies but the speech acts and apology are also seen as an essential element where the moderating role could play vital results with the usage of culture and emotions of various genders. Based on these studies, the present study developed the following hypotheses.

- H1:** Speech acts of request significantly influence the apology strategy.
- H2:** Speech acts of compliment significantly influence the apology strategy.
- H3:** Speech acts of complaints positively influence apology strategy.
- H4:** Expression of emotions positively moderates the relation amid speech acts and apology strategies.

Research Methods

The aim related to this study is to examine the impact of speech act such as to request, complaints and compliments on the apology strategy with the moderating role of expressions of emotions. The data has been gathered by employing the questionnaire method from private university students. This study has been used the purposive sampling while selecting the private universities, and simple random sampling has been used to select the respondents. The all the final year students of private universities are the total population while a sample of 450 respondents has been selected by using the (Krejcie & Morgan, 1970) table of sample size. Thus, 450 questionnaires were distributed to the respondents by personal visit and approximately 310 were returned after two weeks that represents around 68.89 percent response rate. The Smart-PLS has been executed for the analysis and convergent validity along with discriminant validity, and path analysis has been conducted for hypotheses testing. The variables that have been used by the study include speech acts such as respondents that has six items, complaints that have five and items and compliments that has ten items. In addition, a moderating variable named as the expression of emotions (EE) has ten items and dependent variable such as apology strategy (AS) has four items. These are shown in figure 1.

Figure 1. Theoretical Framework



Findings

The findings include the convergent validity that shows items correlation with each other and statistics show the high correlation among items and proved convergent validity as valid because the AVE and loading values are bigger than 0.50 while the Alpha and CR values are larger than 0.70 that are shown in Table 1.

Table 1: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
Apology Strategy	AS1	0.823	0.852	0.900	0.693
	AS2	0.831			
	AS3	0.854			
	AS4	0.821			
Expressions of Emotions	EE1	0.567	0.919	0.925	0.588
	EE10	0.890			
	EE2	0.567			
	EE3	0.884			
	EE4	0.904			
	EE5	0.567			
	EE6	0.891			
	EE7	0.904			
Speech Act Complaints	SAC1	0.695	0.835	0.890	0.671
	SAC3	0.897			
	SAC4	0.769			
	SAC5	0.898			
Speech Act Compliments	SACM1	0.834	0.941	0.951	0.710
	SACM10	0.787			
	SACM2	0.862			
	SACM3	0.848			
	SACM4	0.813			
	SACM6	0.869			
	SACM7	0.869			
	SACM9	0.853			
Speech Act Request	SAR1	0.956	0.959	0.968	0.835
	SAR2	0.823			
	SAR3	0.954			
	SAR4	0.957			
	SAR5	0.822			
	SAR6	0.957			

The findings also include the discriminant validity that shows constructs correlation with each other. The old criteria to check the discriminant validity is Fornell Larcker, and cross-loadings and statistics of both the criteria show no high correlation among constructs and proved discriminant validity as valid because the values of the variable itself are larger than the other variables. These are shown in Table 2 and Table 3.

Table 2: Fornell Larcker

	AS	EE	SAC	SACM	SAR
AS	0.832				
EE	0.433	0.767			
SAC	0.721	0.424	0.819		
SACM	0.416	0.570	0.358	0.842	
SAR	0.506	0.489	0.407	0.398	0.914

Table 3: Cross-loadings

	AS	EE	SAC	SACM	SAR
AS1	0.823	0.290	0.598	0.320	0.377
AS2	0.831	0.389	0.625	0.339	0.493
AS3	0.854	0.427	0.606	0.366	0.446
AS4	0.821	0.330	0.569	0.361	0.359
EE1	0.162	0.567	0.145	0.679	0.187
EE10	0.400	0.890	0.375	0.406	0.465
EE2	0.157	0.567	0.139	0.667	0.183
EE3	0.418	0.884	0.408	0.418	0.462
EE4	0.421	0.904	0.443	0.377	0.471
EE5	0.177	0.567	0.152	0.676	0.187
EE6	0.407	0.891	0.381	0.399	0.469
EE7	0.419	0.904	0.443	0.376	0.467
EE8	0.178	0.574	0.151	0.678	0.199
SAC1	0.423	0.321	0.695	0.206	0.277
SAC3	0.723	0.347	0.897	0.359	0.402
SAC4	0.501	0.322	0.769	0.239	0.244
SAC5	0.655	0.404	0.898	0.335	0.381
SACM1	0.330	0.464	0.308	0.834	0.291
SACM10	0.342	0.464	0.314	0.787	0.308
SACM2	0.353	0.487	0.286	0.862	0.341
SACM3	0.321	0.454	0.279	0.848	0.305
SACM4	0.302	0.500	0.238	0.813	0.353
SACM6	0.323	0.498	0.258	0.869	0.345
SACM7	0.389	0.491	0.323	0.869	0.360
SACM9	0.417	0.482	0.378	0.853	0.372
SAR1	0.465	0.448	0.365	0.347	0.956
SAR2	0.459	0.442	0.398	0.392	0.823
SAR3	0.468	0.448	0.363	0.349	0.954
SAR4	0.458	0.450	0.358	0.351	0.957

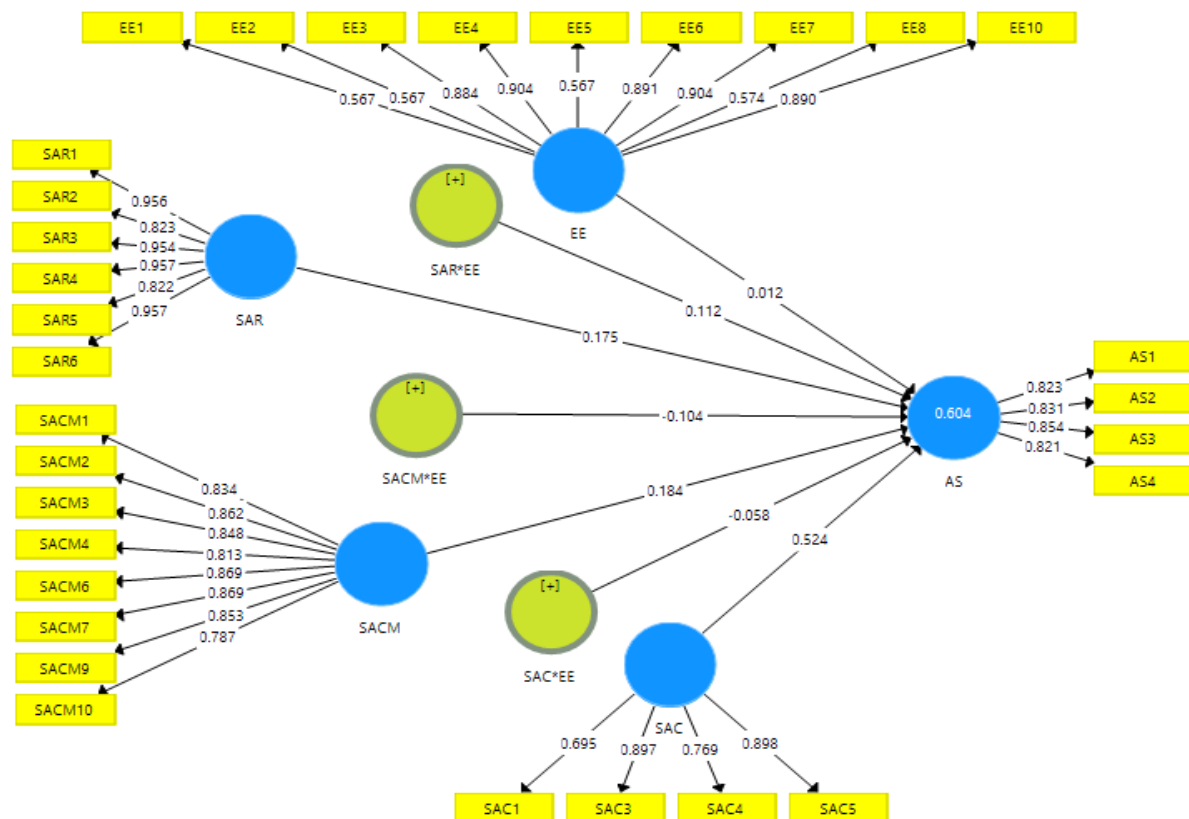
SAR5	0.453	0.445	0.394	0.395	0.822
SAR6	0.463	0.443	0.352	0.347	0.957

The latest criteria to check the discriminant validity is Heterotrait Monotrait (HTMT) ratio and statistics show no high correlation among constructs and proved discriminant validity as valid because the values HTMT ratio are less than 0.85. These are shown in Table 4.

Table 4: Heterotrait Monotrait Ratio

	AS	EE	SAC	SACM	SAR
AS					
EE	0.439				
SAC	0.833	0.427			
SACM	0.460	0.718	0.388		
SAR	0.556	0.469	0.446	0.418	

Figure 2. Measurement Model Assessment



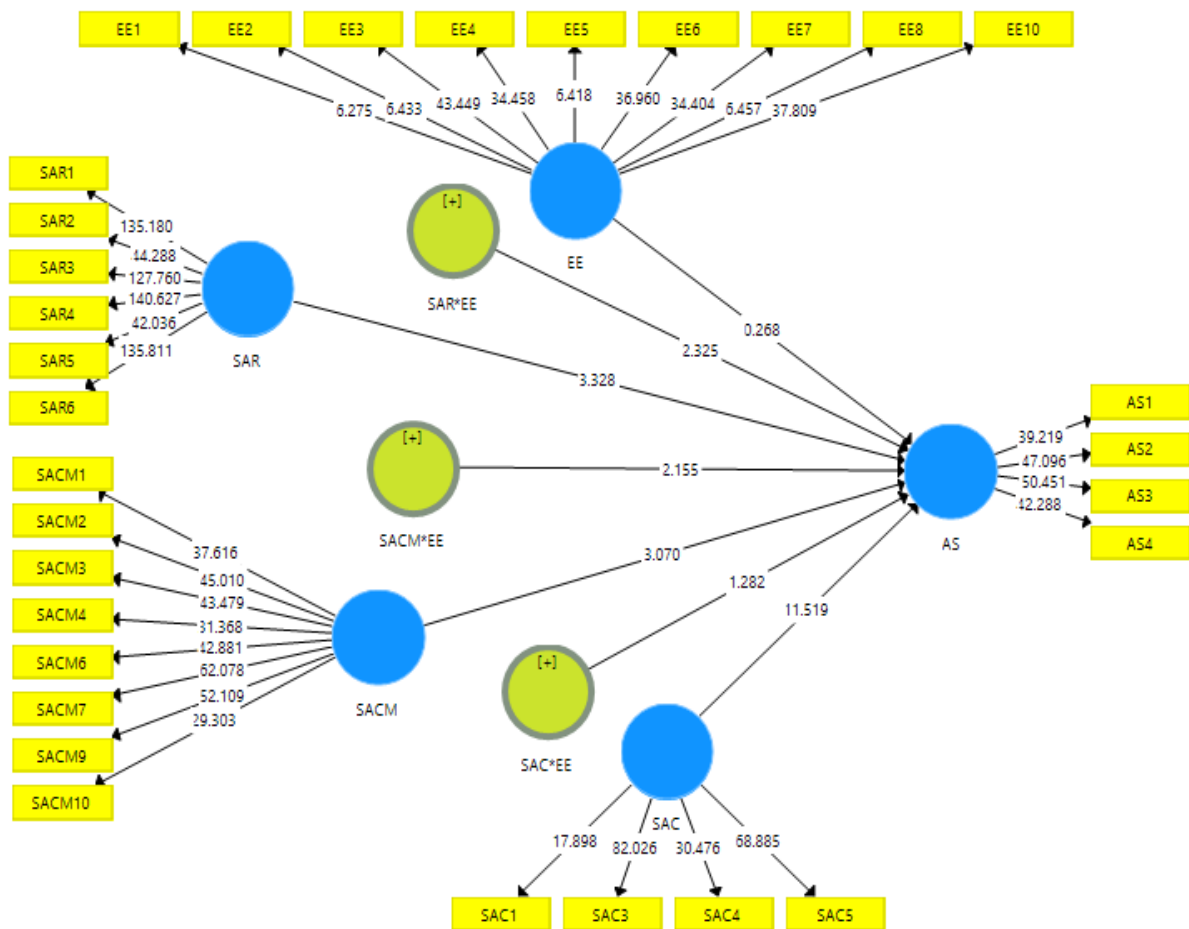
The path analysis of the present study exposed that all the speech acts such as to request, complaints and compliments have a positive association with the apology strategy and accept H1, H2 and H3 of the study. In addition, the expression of emotions have positive moderation

among the links of speech acts such as to request and compliments and apology strategy and accept H4. These nexus are shown in Table 5.

Table 5: Path Analysis

	Beta	S.D.	t-statistics	p-values	L.L.	U.L.
SAC -> AS	0.524	0.045	11.519	0.000	0.435	0.614
SAC*EE -> AS	-0.058	0.045	1.282	0.201	-0.144	0.031
SACM -> AS	0.184	0.060	3.070	0.002	0.053	0.283
SACM*EE -> AS	0.104	0.048	2.155	0.032	0.204	0.011
SAR -> AS	0.175	0.053	3.328	0.001	0.073	0.279
SAR*EE -> AS	0.112	0.048	2.325	0.020	0.012	0.198

Figure 3. Structural Model Assessment



Discussions and Conclusion

The results indicated that speech act such as to request, compliments and compliments have positive nexus with apology strategy. These findings are similar to the outcomes of the

Shariati and Chamani (2010), who also examined that speech acts have positive nexus with the selection of different strategies during communication. In addition, these results are same as the results of Alzeebaree and Yavuz (2017) who also exposed that the selection of strategies during conversation depends upon the speech acts that are used by the student during the speech. The findings also exposed that expressions of emotions positively moderated among the links of speech act and apology strategy. These outputs are also matched with the findings of Shahrokhi (2019) who also investigated that expression of emotion is helpful for the students while performing speech act and the selection of appropriate strategies during the speech. In addition, these outcomes are also similar to Waluyo (2017) who also exposed that expression of the emotion of the learners helps them to select the apology strategy during a conversation while performing speech acts. These findings suggested to the university students that they should highly focus on the speech acts that help in the adoption appropriate strategy during communication. This study concluded that if the learners or students are performing effective speech acts, then they select the appropriate strategy link apology strategy during the speech that enhances their speech impact of the followers. In addition, the learners' emotions also have a greater influence on the selection of apology strategy and increase the impact on the followers. This study suggested to the universities that they should enhance the focus on the students on the selection of speech acts and strategies that enhance their learner's impact of the followers.

Limitations and Future Directions

This study has several future directions to the upcoming studies that are the limitations of the current study. This study takes only three speech acts such as to request, complaints and compliments and ignore other speech acts and suggested that future studies should add other speech acts in their studies. In addition, this study has undertaken only private university students and ignore the public sector universities and suggested that further study should incorporate this aspect in their analysis. Finally, the present study ignored the mediating role in the model and recommended that future studies should include mediator on their evaluation.

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