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Intentions and Behavior of the Youth to Work in the Agricultural Sector

Likin Ruhkmauddin[1], Nuhfil Hanani[1], Fitria Dina Riana[1,✉]

[1] Universitas Brawijaya, Malang, INDONESIA.

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Corresponding Author:
✉ fitria.fp@ub.ac.id
(Fitria Dina Riana)

ABSTRACT

The agricultural sector in Indonesia holds significant business potential, contributing 9.82% to GDP from 2018 to 2021. Despite its importance, this sector faces challenges such as high business risks, social inequalities, and a lack of young farmer regeneration. This study aims to analyze the influence of attitudes, subjective norms, and perceived behavioral control on the intentions and behaviors of young people working in agriculture. The study was conducted in Kliteh Village, Malo District, Bojonegoro Regency, with 100 respondents aged 17-35 years. The method used was a survey with a simple random sampling technique and data analysis using Structural Equation Modeling-Partial Least Square. Findings indicate that attitudes, subjective norms, and perceived behavioral control positively and significantly influence of intention and behavior of young people to working in agriculture. Additionally, intentions also positively and significantly influence behaviors of young people in the agricultural sector. This research highlights the importance of supporting positive attitudes, social norms, and perceived behavioral control to enhance participation of young people participation in agricultural sector.

1. INTRODUCTION

Agriculture significantly contributes to Indonesia's GDP, ranking second with an average contribution of 13.22% from 2018 to 2021, including forestry and fisheries, and 9.82% excluding them (Sabarella *et al*., 2022). Despite its economic importance, only 27.86% of Indonesia's workforce is in agriculture compared to 71.32% in non-agricultural sectors (Hasanah *et al*., 2019). Based on the agricultural census in 2013, the largest group of farmers who were actively farming were aged of 44-54 years, the second largest number were in the 35-44 years, followed by the age of 55-64 year, and the lowest were young farmers aged of <35 years (Mahudin & Shabahati, 2017). Additionally, a large portion of migrating youth have no agricultural experience and prefer urban living.

The aging agricultural workforce poses a future challenge. Many rural farmers over 50 years old worry about the continuity of their farms, as their children are generally not interested in farming. Ironically, most rural parents also do not wish for their children to become farmers (Mahudin & Shabahati, 2017). The decline in youth participation in agriculture is linked to GDP reduction and the sector's role in poverty alleviation and employment (Ridha *et al*., 2017).

1.1. Intent and Behavior

Jogiyanto (2007) explains that intent is the desire to perform a behavior. Intent is an internal component of an individual referring to the desire to perform a behavior, whereas behavior is the actual manifestation of that intent (Yudantara, 2014; (Arisudana, 2009). Sulistiani (2012) explained that intent is strongly connected to motivation, which is the internal force—whether conscious or unconscious—that compels an individual to take action toward achieving a particular goal. Good intent will encourage a motivation to do good actions. Meanwhile, Kulsum & Jauhar (2014) define behavior as the activities that occur within an individual as a result of stimuli received, whether external or internal. Behavior

includes observable human actions. According to Gifford & Nilsson (2014), in their review, pro-environmental behavior is influenced by a combination of interrelated personal and social factors. These factors include characteristics relating to demographic aspects involving education, gender, age, and income, which have a simple relationship with environmental concern and behavior (Makanyeza *et al*., 2021). Individual attitudes and values are also important predictors, where environmentally supportive attitudes and values can encourage environmentally friendly behavior.

1.2. Young Farmers

The phenomenon of youth leaving the agricultural sector poses a serious problem threatening the regeneration of farmers Leavy & Hossain (2014) and Murphy (2014) note that agriculture is mentally and physically challenging work, and young people do not see it as a guarantee for the future. Changes in the perception of the young generation towards agriculture are influenced by the relationships built within the structure and social formations that contextualize it. In small-scale household-based agriculture, intergenerational relations are seen in the working relationships between parents and children. Conversely, in a more complex agricultural regime, working relationships involve broader social structures, including the state (through regulatory instruments), corporations (which control resources and create new working relationships), and the market system they create (Ningrum *et al*., 2016).

Referring to the Ministerial Regulation Number 07/Permentan/Ot.140/1/2013, young farmer generation is those aged up to 35 years, who love agriculture, are interested, participate, and/or are involved in agricultural activities (Menteri Pertanian, 2013). According to this regulation, the young farmers have positions and roles as: (1) family members, (2) community members, and (3) agents of agricultural development.

There are some reasons for the weakening interest of youths in the farm sector, including low or negative perception of the farming activity due to the small size of average agricultural land (Pesik *et al*., 2016). Another factor is that the outlook and lifestyle of young workers have shifted in today's postmodern society. For rural youth, agriculture is becoming less attractive. This is not only due to the declining economic prospects in farming but also because the emerging subculture in the digital age influencing their reluctance to engage in agricultural work (Susilowati, 2016).

Understanding the youth's intentions through the Theory of Planned Behavior (TPB), which links intention to behavior through attitudes, subjective norms, and perceived behavioral control, is essential (Alam *et al*., 2019). This study aims to analyze the intentions and behaviors of the youth towards working in agriculture. The expected benefits of this research are able to foster interest in becoming actors in the agricultural sector and provide insight into the interest in farming of the younger generation for agricultural sustainability.

2. MATERIALS AND METHODS

This study employed a quantitative method. The method is commonly used to analysis the correlation between variables (Isaskar *et al*., 2024). The study was conducted in Kliteh Village, Malo District, Bojonegoro Regency from September to December 2023. Kliteh Village was chosen as the research location because most of its area is agricultural land producing food crops and horticulture, with sufficient irrigation from the Bengawan Solo River (IDM 2023). Malo Sub-district in Bojonegoro Regency has significant agricultural potential, particularly for rice and corn. Other potential agricultural businesses include flour production, animal feed, fertilizers, processed corn products, and biofuels.

The population of this study is the young generation in Kliteh Village, Malo District, Bojonegoro Regency. The young generation refers to residents aged 17 to 35 years. According to the 2023 profile data of Kliteh Village, the young generation comprises 463 individuals. The sample size was determined using probability sampling, which provides equal chances for every element of the population to be chosen as sample (Sugiyono, 2015). In this research, simple random sampling was applied, which involved selecting samples from the population randomly without considering the strata within the population (Sugiyono, 2015). The sample size was 83 young peoples determined according to Slovin rule with an error tolerance limit of 10% of the total number of young generation individuals in Kliteh Village.

2.1. Variables

This study involved of attitudes (X1), subjective norms (X2), and perceived behavioral control (X3) as the independent variables. In addition, dependent variables included the intention of the youths to work in agriculture (Y1) and the

behavior of the youths to work in agriculture (Y2). The measurement of these variables was carried out through several dimensions, each of which consists of several indicators listed in Table 1.

2.2. Data Analysis

Descriptive statistic was used in this study to explain the research data more clearly and concisely (Bahasoan, 2023). The Likert scale of 5 categories was used in questionnaires with the criteria and scale of very low (1.0-1.5), low (>1.5-2.5), medium (>2.5-3.5), high (>3.5-4.5), and very high (>4.5). Sekaran & Bougie (2016) explained that in general, the use of the Likert scale in research is to quantity opinions, attitudes, and perceptions of respondents. The score on the Likert scale obtained from the respondents answers will be averaged and categorized based on the average score (Tanujaya *et al*., 2022). This study uses SEM-PLS for data analysis that focuses on explaining variants in latent variables (Hair *et al*., 2014). The use of SEM-PLS can explain the factors affecting work behavior. SEM-PLS is an analysis tool used with the help of WarPLS 7.0 software to analyze data (Solimun *et al*., 2017).

3. RESULTS AND DISCUSSION

Descriptive statistical analysis was conducted to gain in-depth information on the indicators of each variable studied in this research by examining the mean, minimum, and maximum values (Sasmita *et al*., 2023). This study consists of five variables, namely X1 (Attitude), X2 (Subjective Norms), X3 (Perceived Behavioral Control), Y1 (Youth Intention to Work in Agriculture), and Y2 (Youth Behavior to Work in Agriculture). Each of these variables comprising several dimensions and indicators with detail values regarding youth farmers in Kliteh Village are presented in Table 1.

Table 1. Descriptive statistics of the collected data

Variable	Dimension	Indicator	Min	Max	Mean
Attitude (X1)			**1**	**5**	**3.740**
	Background (X1.1)		**1**	**5**	**3.757**
		1. Education	1	5	3.793
		2. Land ownership	2	5	3.748
		3. Fund availability	1	5	3.676
		4. Ownership of agricultural facilities	2	5	3.811
	Culture (X1.2)		**1**	**5**	**3.739**
		1. Existence of farmer groups	2	5	3.793
		2. Activeness of farmer groups	2	5	3.757
		3. Use of social media	1	5	3.667
	Demographics (X1.3)		**1**	**5**	**3.745**
		1. Age	2	5	3.730
		2. Gender	1	5	3.721
		3. Marital Status	2	5	3.784
	Individual Experience (X1.4)		**2**	**5**	**3.719**
		1.Current Job	2	5	3.685
		2. Parents' occupation	2	5	3.739
		3. Length of work experience	2	5	3.721
		4. Agricultural training activities	2	5	3.712
		5. Staying update on agricultural information	2	5	3.748
		6. Activeness in community activities	2	5	3.712
Subjective Norms (X2)			**2**	**5**	**3.784**
	Normative Belief (X2.1)		**2**	**5**	**3.775**
		1. Friends' support	2	5	3.757
		2. Family support	2	5	3.775
		3. community group support	2	5	3.739
		4. Government support	2	5	3.829
	Motivational to Comply (X2.2)		**2**	**5**	**3.793**
		1. Willingness to follow friends' opinions	2	5	3.802
		2. Willingness to follow family's opinions	2	5	3.793
		3. Willingness to follow community group's opinions	2	5	3.784
		4. Wilingness to follow government's opinions	2	5	3.793

Variable	Dimension	Indicator	Min	Max	Mean
Perceived Behavioral Control (X3)			**2**	**5**	**3.628**
	Individual (X3.1)		**1**	**5**	**3.626**
		1. Young people should work in agriculture	1	5	3.667
		2. Opportunities to own a farm	1	5	3.739
		3. Working in agriculture out of love for nature and animals	1	5	3.649
		4. Agricultural jobs abroad are better	1	5	3.649
		5. No conditions encourage working in agriculture	1	5	3.360
		6. Agricultural training encourages working in agriculture	1	5	3.694
	Economy (X3.2)		**1**	**5**	**3.632**
		1. Agricultural jobs are low-paid	1	5	3.441
		2. Agricultural jobs are seasonal	1	5	3.631
		3. Agricultural jobs do not offer self-actualization opportunities	1	5	3.505
		4. Agriculture is profitable	2	5	3.802
		5. Agriculture will continue to develop significantly	2	5	3.784
		6. No development in agriculture	1	5	3.387
		7. Modern farmers have many financial resources	2	5	3.748
		8. Agric. technology innovation attracts many to work in agriculture	1	5	3.730
		9. Higher wages/salaries	1	5	3.658
	Social (X3.3)		**1**	**5**	**3.627**
		1 Agricultural jobs are dirty	1	5	3.450
		2. Agricultural jobs are physically difficult	1	5	3.532
		3. Agricultural jobs are dangerous	1	5	3.505
		4. Agricultural jobs are not prestigious	1	5	3.568
		5. Agricultural jobs are outdoors	1	5	3.568
		6. Agricultural jobs are for unskilled labor	1	5	3.586
		7. Agricultural jobs are a lifestyle	1	5	3.811
		8. Agricultural jobs are a responsibility	2	5	3.811
		9. Incomplete social life in rural areas for youth	2	5	3.568
		10. Flexible agricultural work schedules	1	5	3.694
		11. Agricultural work is nature-based	1	5	3.667
		12. Perceiving urban-rural lifestyle differences	1	5	3.766
Youth Intention to Work in Agriculture (Y1)					
	Perceived Desirability (Y1.1)		**1**	**5**	**3.652**
		1. Agriculture is an interesting activity	1	5	3.523
		2. Agriculture has a bright future	1	5	3.775
		3. Family and community roles in agriculture	1	5	3.658
	Perceived Feasibility (Y1.2)		**1**	**5**	**3.916**
		1. Feeling ready and confident in agriculture	1	5	3.883
		2. Feeling capable in agriculture	1	5	3.928
		3. Feeling confident in success in agriculture	1	5	3.937
	Propensity to Act (Y1.3)		**1**	**5**	**3.688**
		1. Belief that hard work determines success in agriculture	1	5	3.577
		2. Perseverance in agriculture	2	5	3.721
		3. Optimism in completing agricultural tasks	1	5	3.766
Youth Behavior to Work in Agriculture (Y2)			**1**	**5**	**3.817**
		1. Need hard work to start working in agriculture (Y2.1)	1	5	3.847
		2. Need for extra time to work in agriculture (Y2.2)	2	5	3.820
		3. Need for significant funds to work in agriculture (Y2.3)	1	5	3.784

Based on Table 1, the maximum and minimum values for the indicators of the variables X1, X2, X3, X4, and X5 can be summarized. The maximum value for all variables is 5 and the minimum value is 1, except for the Subjective Norms variable which has a minimum score of 2. The average value of the Attitude variable is 3.740, indicating that respondents generally agree with the statements in this variable. The highest indicator in this variable is the ownership of agricultural facilities, while the use of social media received the lowest value.

For the Subjective Norms variable, the average value is 3.784, where government support is considered the most important by respondents, while friend support is rated the lowest. The Perceived Behavioral Control variable has an average value of 3.628, with working in agriculture as a lifestyle and responsibility as the highest indicators, and no conditions encouraging work in agriculture as the lowest indicator.

The Youth Intention to Work in Agriculture variable has an average value of 3.652. Respondents feel capable in agriculture as the highest indicator, whereas agriculture as an interesting activity received the lowest value. Lastly, the Youth Behavior to Work in Agriculture variable has an average value of 3.817, indicating respondents generally agree with the statements in this variable. The highest indicator is the need for hard work to start working in agriculture, while the need for substantial funds received the lowest value. Overall, respondents in Kliteh Village, Malo District, Bojonegoro Regency show agreement with the statements in the variables studied.

3.1. PLS-SEM Analysis

3.1.1. Outer Model Evaluation

1. Convergent Assessment

Convergent validity testing is essential to determine the ability of research instruments to measure what they are desired to measure (Haryono, 1998). In this study, convergent validity is evaluated by investigating the AVE (Average Variance Extracted) value and Loading Factors. The criteria used for convergent validity testing in this research are an AVE value of >0.5 and loading factors of >0.7 (Hair *et al*., 2014). Based on Table 2, it is evident that each variable has an AVE value of >0.5 which indicates that, on average, the measured constructs can explain more than 50% of the variance among all their items. Additionally, all indicators have loading factors > 0.7, indicating that each indicator adequately reflects the variability of the construct being measured (Hair *et al*., 2014). Based on these AVE and loading factor values, each variable and indicator meets the criteria for convergent validity assessment.

2. Discriminant Validity Test

Discriminant validity testing is conducted to empirically determine how distinct one construct is from others within the inner or structural model (Hair *et al*., 2014). In our current study, discriminant validity is evaluated through cross-loading values and the Fornell-Larcker criteria. The cross-loading test examines whether each indicator loads more strongly on its designated construct compared to other constructs (Al-Marsomi & Al-Zwainy, 2022). Meanwhile, the Fornell-Larcker criteria judges if the AVE square root of a construct is greater than its correlations with other constructs.

According to Table 3, it is clear that each indicator within its corresponding construct has a higher loading value compared to its cross-loading values. This indicates that each construct has satisfied the criteria for discriminant validity testing. Referring to Table 4, it is also obvious that each construct has satisfied the criteria for discriminant validity test. This validates that no significant relationship between indicators within one construct and indicators of other constructs.

3. Reliability Testing

Reliability testing was conducted to assess the consistency and stability of measurements across different items within each construct. This was evaluated using Cronbach's α and Composite Reliability, with thresholds set at >0.7 for Cronbach's α and >0.6 for Composite Reliability (Hair *et al*., 2014). The results presented in Table 5 indicate that all variables, both exogenous and endogenous, have met the criteria for reliability testing, demonstrating consistent measurement of each indicator within their respective constructs.

3.1.2. Evaluation of Inner Model

1. Coefficient of Determination (R^2)

Coefficient of determination (R^2) measures the extent to which exogenous latent variables collectively explain the variance in endogenous latent variables. The values of R^2 range from 0-1, where higher values indicate greater predictive accuracy. Guidelines for interpreting R^2 values are: 0.25 (weak), 0.50 (moderate), and 0.75 (strong) (Hair *et al*., 2014). Table 6 reveals that the R^2 values of the dependent variable Y1 (Intention of the Youths to Work in Agriculture) was

Table 2. Values of AVE and Loading Factor

Variable	Dimension	Item	AVE (> 0.5)	Loading Factor (> 0.7)
Attitude(X1)	Background(X1.1)	X1.1.1	0.824	0.945
		X1.1.2		0.941
		X1.1.3		0.848
		X1.1.4		0.894
	Culture (X1.2)	X1.2.1	0.879	0.958
		X1.2.2		0.955
		X1.2.3		0.899
	Demographics (X1.3)	X1.3.1	0.920	0.952
		X1.3.2		0.961
		X1.3.3		0.964
	Individual Experience (X1.4)	X1.4.1	0.909	0.949
		X1.4.2		0.953
		X1.4.3		0.968
		X1.4.4		0.938
		X1.4.5		0.954
		X1.4.6		0.959
Subjective Norma (X2)	Normative Belief (X2.1)	X2.1.1	0.905	0.949
		X2.1.2		0.962
		X2.1.3		0.955
		X2.1.4		0.939
	Motivational to Comply (X2.2)	X2.2.1	0.860	0.923
		X2.2.2		0.901
		X2.2.3		0.948
		X2.2.4		0.935
Perceived Behavioral Control (X3 (X3)	Individual (X3.1)	X3.1.1	0.833	0.932
		X3.1.2		0.958
		X3.1.3		0.948
		X3.1.4		0.944
		X3.1.5		0.752
		X3.1.6		0.926
	Economics (X3.2)	X3.2.1	0.824	0.789
		X3.2.2		0.910
		X3.2.3		0.904
		X3.2.4		0.941
		X3.2.5		0.954
		X3.2.6		0.818
		X3.2.7		0.954
		X3.2.8		0.953
		X3.2.9		0.930
	Social (X3.3)	X3.3.1	0.840	0.935
		X3.3.10		0.918
		X3.3.11		0.901
		X3.3.12		0.918
		X3.3.2		0.921
		X3.3.3		0.942
		X3.3.4		0.935
		X3.3.5		0.847
		X3.3.6		0.923
		X3.3.7		0.937
		X3.3.8		0.912
		X3.3.9		0.906
Youth Intention to Work in Agriculture (Y1)	Perceived Desirability (Y1.1)	Y1.1.1	0.876	0.933
		Y1.1.2		0.888
		Y1.1.3		0.985
	Perceived Feasibility (Y1.2)	Y1.2.1	0.810	0.891
		Y1.2.2		0.897
		Y1.2.3		0.913
	Propensity to Act (Y1.3)	Y1.3.1	0.865	0.911
		Y1.3.2		0.961
		Y1.3.3		0.917
Youth Behavior to Work in Agriculture (Y2)		Y2.1	0.787	0.893
		Y2.3		0.842
		Y2.2		0.925

Table 3. Loading and cross loading value

Item	Youth Intention to Work in Agriculture (Y1)	Subjective Norms (X2)	Youth Behavior to Work in Agriculture (Y2)	Perceived Behavioral Control (X3)	Attitude (X1)
X1.1.1	0.531	0.510	0.620	0.511	0.871
X1.1.2	0.548	0.558	0.636	0.536	0.858
X1.1.3	0.471	0.431	0.543	0.492	0.771
X1.1.4	0.565	0.573	0.601	0.581	0.895
X1.2.1	0.594	0.613	0.679	0.592	0.915
X1.2.2	0.591	0.554	0.652	0.578	0.916
X1.2.3	0.649	0.518	0.655	0.593	0.849
X1.3.1	0.649	0.632	0.705	0.618	0.933
X1.3.2	0.633	0.640	0.696	0.602	0.914
X1.3.3	0.613	0.655	0.710	0.613	0.939
X1.4.1	0.624	0.671	0.685	0.611	0.927
X1.4.2	0.631	0.650	0.710	0.598	0.934
X1.4.3	0.648	0.660	0.701	0.589	0.95
X1.4.4	0.608	0.631	0.670	0.588	0.917
X1.4.5	0.626	0.687	0.693	0.624	0.939
X1.4.6	0.634	0.622	0.681	0.617	0.935
X2.1.1	0.621	0.928	0.710	0.577	0.642
X2.1.2	0.622	0.944	0.732	0.548	0.624
X2.1.3	0.570	0.939	0.739	0.564	0.608
X2.1.4	0.574	0.92	0.710	0.598	0.642
X2.2.1	0.537	0.913	0.653	0.627	0.604
X2.2.2	0.555	0.881	0.678	0.579	0.581
X2.2.3	0.598	0.921	0.680	0.619	0.622
X2.2.4	0.529	0.908	0.654	0.591	0.571
X3.1.1	0.530	0.594	0.659	0.866	0.613
X3.1.2	0.545	0.675	0.688	0.906	0.629
X3.1.3	0.536	0.617	0.641	0.883	0.630
X3.1.4	0.540	0.556	0.635	0.872	0.626
X3.1.5	0.496	0.428	0.565	0.802	0.520
X3.1.6	0.554	0.593	0.640	0.871	0.636
X3.2.1	0.498	0.508	0.535	0.815	0.512
X3.2.2	0.500	0.564	0.654	0.895	0.620
X3.2.3	0.527	0.542	0.637	0.907	0.514
X3.2.4	0.552	0.675	0.698	0.906	0.669
X3.2.5	0.555	0.698	0.707	0.922	0.650
X3.2.6	0.557	0.513	0.604	0.837	0.562
X3.2.7	0.554	0.693	0.682	0.913	0.650
X3.2.8	0.537	0.669	0.662	0.915	0.655
X3.2.9	0.468	0.609	0.617	0.897	0.628
X3.3.1	0.501	0.470	0.543	0.895	0.507
X3.3.10	0.530	0.546	0.587	0.907	0.531
X3.3.11	0.572	0.550	0.596	0.886	0.583
X3.3.12	0.588	0.587	0.635	0.918	0.580
X3.3.2	0.521	0.482	0.584	0.864	0.485
X3.3.3	0.532	0.530	0.585	0.899	0.520
X3.3.4	0.515	0.475	0.569	0.88	0.479
X3.3.5	0.486	0.476	0.580	0.867	0.500
X3.3.6	0.534	0.483	0.575	0.875	0.479
X3.3.7	0.633	0.554	0.657	0.909	0.568
X3.3.8	0.625	0.579	0.665	0.900	0.531
X3.3.9	0.473	0.556	0.594	0.903	0.542
Y1.1.1	0.895	0.474	0.658	0.504	0.587
Y1.1.2	0.863	0.539	0.645	0.453	0.493
Y1.1.3	0.981	0.591	0.751	0.580	0.658
Y1.2.1	0.858	0.594	0.701	0.556	0.539
Y1.2.2	0.834	0.576	0.669	0.515	0.556
Y1.2.3	0.861	0.549	0.697	0.520	0.575
Y1.3.1	0.867	0.445	0.635	0.484	0.588
Y1.3.2	0.912	0.597	0.759	0.636	0.694
Y1.3.3	0.951	0.660	0.762	0.596	0.639
Y2.1	0.787	0.687	0.893	0.673	0.636
Y2.3	0.618	0.619	0.842	0.577	0.710
Y2.2	0.669	0.704	0.925	0.617	0.617

Table 4. Fornell-Larcker value

	Youth Intention to Work in Agriculture (Y1)	Subjective Norms (X2)	Youth Behavior to Work in Agriculture (Y2)	Perceived Behavioral Control (X3)	Attitude (X1)
Youth Intention to Work in Agriculture (Y1)	0.893				
Subjective Norms (X2)	0.627	0.919			
Youth Behavior to Work in Agriculture (Y2)	0.783	0.756	0.887		
Perceived Behavioral Control (X3)	0.605	0.639	0.703	0.886	
Attitude (X1)	0.665	0.666	0.736	0.646	0.905

Tabel 5. Value of Cronbach's α and Composite Reliability

Variable	Cronbach's α	Composite Reliability	Description
Youth Intention to Work in Agriculture (Y1)	0.968	0.972	Reliable
Subjective Norms (X2)	0.974	0.978	Reliable
Youth Behavior to Work in Agriculture (Y2)	0.864	0.917	Reliable
Perceived Behavioral Control (X3)	0.989	0.990	Reliable
Attitude (X1)	0.985	0.986	Reliable

0.525. This shows that the contribution of the influence of the three exogenous latent variables (Attitudes, Subjective Norms and Perception of Behavior Control) on the endogenous latent variables Y1 is 52.5%, which is classified as moderate level of prediction accuracy. Meanwhile, the R^2 value of the dependent variable Y2 (Behavior of the Youths to Work in Agriculture) is 0.768, meaning that contribution of the influence of the same three exogenous latent variables on the on the endogenous latent variables Y2 is 76.8%, which is categorized as a strong level of prediction accuracy.

2. Effect Size (F^2)

In addition to R^2, effect size (F^2) evaluates the relevance of constructs in explaining the variance of endogenous constructs. Effect size values are interpreted as follows: 0.02 (small effect), 0.15 (medium effect), and 0.35 (large effect) (Cohen in Hair *et al*., 2014). Based on Table 7, it shows that the effect size of the Attitude variable is relatively small to the variable of the Intention of the Youths to Work in the Agricultural Sector which is indicated by the effect size value of 0.131. The effect size of the Subjective Norm variable is relatively small to the variable of the Intention of the Youths to Work in the Agricultural Sector which is indicated by the effect size value of 0.064. The effect size of the Behavior Control Perception variable is relatively small to the variable of the Intention of the Youths to Work in the Agricultural Sector which is indicated by the effect size value of 0.047. The effect size variable Attitude is relatively small to the Behavior of the Youths to Work in Agriculture as shown by the effect size value of 0.059. The effect size of the Subjective Norm variable is moderate to the Behavior of the Youths to Work in Agriculture as shown by the effect size value of 0.162. The effect size of the Behavior Control Perception variable is relatively small on the Behavior of the Youths to Work in Agriculture as shown by an effect size value of 0.064 Then, the effect size variable of the Intention of the Youths to Work in Agriculture which has a moderate effect on the Behavior of the Youths to Work in the Agricultural Sector, which is evidenced by an effect size value of 0.290.

Table 6. Coefficient of determination (R^2) values for dependent variables Y1 and Y2

Variable	R^2	Description
Youth Intention to Work in Agriculture (Y1)	0.525	Moderate
Youth Behavior to Work in Agriculture (Y2)	0.768	Strong

Tabel 7. Effect Size (F^2)

Variable	Y1	X2	Y2	X3
Youth Intention to Work in Agriculture (Y1)			0.290	
Subjective Norms (X2)	0.064		0.162	
Youth Behavior to Work in Agriculture (Y2)				
Perceived Behavioral Control (X3)	0.047		0.064	
Attitude (X1)	0.131		0.059	

3. Predictive Relevance (Q^2)

Predictive relevance (Q^2) assesses the predictive accuracy of endogenous constructs in the structural model. Q^2 values greater than 0 indicate a good predictive relevance, with 0.02 (small), 0.15 (medium), and 0.35 (large) as thresholds indicating the level of predictive accuracy (Hair *et al*., 2014). Based on Table 8, it shows that the variables of the Intention of the Youths to Work in Agriculture and the Behavior of the Youths to Work in Agricultural sectors have Q^2 values of 0.412 and 0.591. The Q^2 of the two variables has a value greater than 0.35, which indicates that the variables Attitude, Subjective Norms and Perception of Behavior Control have great relevance or predictive accuracy to the variables of the Intention (Y1) and Behavior (Y2) of the Youths to Work in Agriculture sectors.

Table 8. Nilai Predictive Relevance (Q^2)

Variable	Q^2	Description
Youth Intention to Work in Agriculture (Y1)	0.412	Large
Youth Behavior to Work in Agriculture (Y2)	0.591	Large

3.1.3. Hypothesis Testing

After meeting all the criteria for measurement and structural model evaluation, hypothesis testing was conducted to determine whether the proposed hypotheses were accepted or rejected. Hypotheses were tested based on path coefficients, p-values, and t-values. A hypothesis is accepted if the path coefficient is positive, p-value is < 0.05, and t-value is > 1.96. Based on the results of hypothesis testing in Table 9, the results were obtained that all hypotheses (H1 to H10) were acceptable and showed a significant and positive influence on the relationship between variables.

Table 9. Hypothesis Testing Results

Hyp	Relationship Between Variables	*Path Coefficient*	*P-value*	*T-value*	Conclusion
1	Attitude (X1) -> Youth Intention to Work in Agriculture (Y1)	0.362	0.000	4.474	Accepted
2	Attitude (X1) -> Youth Behavior to Work in Agriculture (Y2)	0.181	0.015	2.437	Accepted
3	Subjective Norms (X2) -> Youth Intention to Work in Agriculture (Y1)	0.252	0.005	2.839	Accepted
4	Subjective Norms (X2) -> Youth Behavior to Work in Agriculture (Y2)	0.288	0.000	3.530	Accepted
5	Perceived Behavioral Control (X3) -> Youth Intention to Work in Agriculture (Y1)	0.210	0.014	2.466	Accepted
6	Perceived Behavioral Control (X3) -> Youth Behavior to Work in Agriculture (Y2)	0.175	0.022	2.304	Accepted
7	Youth Intention to Work in Agriculture (Y1) -> Youth Behavior to Work in Agriculture (Y2)	0.376	0.000	5.437	Accepted
8	Attitude (X1) -> Youth Intention to Work in Agriculture (Y1) -> Youth Behavior to Work in Agriculture (Y2)	0.136	0.001	3.320	Accepted
9	Subjective Norms (X2) -> Youth Intention to Work in Agriculture (Y1) -> Youth Behavior to Work in Agriculture (Y2)	0.095	0.014	2.463	Accepted
10	Perceived Behavioral Control (X3) -> Youth Intention to Work in Agriculture (Y1) -> Youth Behavior to Work in Agriculture (Y2)	0.079	0.029	2.189	Accepted

Note: Hyp = Hypothesis

3.2. Results of PLS-SEM Analysis

The PLS-SEM analysis reveals how attitudes, subjective norms, and perceived behavioral control influence the intention of young generations to work in agriculture and their subsequent behavior in a rural setting. The results are depicted in Figure 1, which illustrates the path diagram with loading factors and path coefficients. These coefficients indicate the direction and significance of relationships among the variables studied.

Based on the test results in the table above, it can be seen that attitude has a positive and significant influence on the intention of young people to work in agriculture. These test results indicate that if attitudes improve, the intention of young people to work in agriculture will increase significantly. These findings are consistent Ridha *et al*. (2017) stating that attitudes and subjective norms are the most significant factors influencing entrepreneurial intentions of agricultural students.

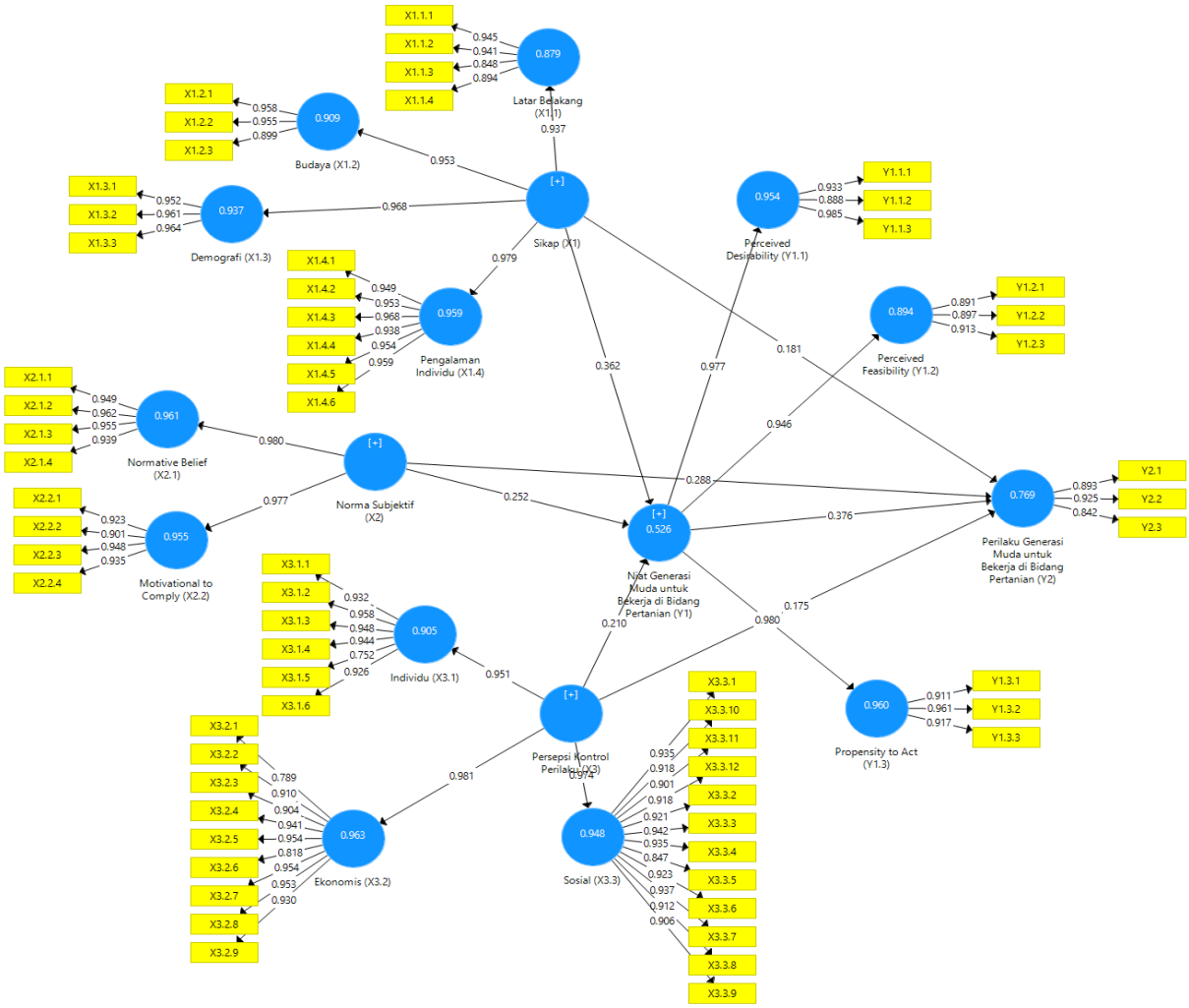

Figure 1. Path diagram with loading factor values and path coefficient values

4. CONCLUSION

Based on the research findings and discussion regarding the influence of attitudes on the intention of young generations to work in agriculture and its impact on their behavior in Kliteh Village, Malo District, Bojonegoro Regency, the following conclusions can be drawn:

1. Young generations in Kliteh Village, Malo District, Bojonegoro Regency, generally agree with statements related to attitudes, subjective norms, perceived behavioral control, intention, and behavior related to working in agriculture.
2. Attitudes, subjective norms, and perceived behavioral control significantly influence the intention and behavior of young generations to work in agriculture in Kliteh Village, Malo District, Bojonegoro Regency. Similarly, these three variables significantly influence the behavior of young generations to work in agriculture through the mediation of intention. Furthermore, the intention of young generations to work in agriculture significantly and positively influences their behavior in this field in Kliteh Village, Malo District, Bojonegoro Regency.

Based on the results of the research and discussion, the researcher gave the following recommendations:

1. For the government and the village, it is hoped that they can continue to develop and improve agricultural facilities and infrastructure as a form of support to the younger generation to increase farming intentions and behaviors.

2. Modern agriculture to farmer groups so that it can be operated by youth in the village and provide assistance for physical buildings to pump and repair farming roads to facilitate agricultural activities.
3. For the younger generation in Kliteh Village, Malo District, Bojonegoro Regency, it is necessary to often participate in farming activities with family or other people and maximize the use of social media to seek knowledge about agriculture and skills in agriculture.
4. For the next researcher, it is possible to conduct research based on several limitations in this study, namely, this research only researches on one village.

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