



FACTORS INFLUENCING THE INTEREST OF AGRIBUSINESS STUDENTS IN FARMERS' REGENERATION EFFORTS TO SUPPORT SUSTAINABLE AGRICULTURE

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Abstract

Regeneration of farmers is one of the important things for the sustainability of agriculture in Indonesia. However, currently the farming profession is dominated by older farmers compared to young farmers. The young generation's low interest in becoming farmers is a threat to the future of agriculture in Indonesia. Thus, this research aims to determine the influence of motivation, personality, family economy, and environmental conditions on agribusiness students' interest in the agricultural sector to support sustainable agriculture. This research was conducted at a university using the Accidental Sampling sampling method. The total sample was 100 Agribusiness students at universities in the Jakarta area which was calculated using the Lameshow formula. Data were analyzed descriptively and quantitatively with Structural Equation Modeling Partial Least Square (SEM-PLS) analysis. Based on research results, motivation (X₁), family economics (X₂), and environmental conditions (X₄) influence the interest (Y) of the younger generation in the agricultural sector. Meanwhile, personality (X₃) has no significant effect on the interest (Y) of the younger generation in the agricultural sector.

Keyword: Farmer Regeneration, Interest, Sustainable Agriculture

1. Introduction

Farmer regeneration is an important issue in the sustainability of the agricultural sector in Indonesia, especially due to the declining interest of the younger generation to continue this profession. Farmer regeneration is a term for the transition of generations for agricultural businesses (Anwarudin et al., 2020). Jobs on farms have started to decrease since the lack of interest of the younger generation to join or work as farmers (Ibrahim et al., 2021). Surveys show that most farmers today are old, while the youth, are more interested in jobs outside the agricultural sector. This phenomenon is exacerbated by the negative view of the farming profession, even among farmers' own families. As a result, the sector faces major challenges in ensuring the sustainability of agricultural production and land management.

Based on data obtained from the August 2023 Agricultural Sector Employment Statistics, the number of Indonesians in August 2023 who worked in the agricultural sector reached 36,46 million people, this number constituted 26,07% of the total Indonesian workforce of 139,85 million people. However, it turns out that the agricultural sector in 2023 was only able to contribute to national GDP in the third quarter of 2023 by 10,19%. This condition shows that agricultural labor productivity is still low. This situation shows that labor productivity in agriculture is still low. This low productivity is due to the low level of education and the ability to adopt technology (Badan Pusat Statistik, 2023).

The number of farmers in Indonesia is dominated by the older age group, which is an important concern. Based on the 2023 Agricultural Census Phase I from the Badan Pusat Statistik (BPS), the number of individual farming businesses was 29,342,202 units, a decrease of 7,45 % from the 31,705,295 units in 2013. This is coupled with the low number of young Indonesian farmers, the number of millennial farmers aged 19-39 years is 6,183,009 people, only about 21,93 % of farmers in Indonesia. This condition clearly reflects the imbalance in the regeneration of farmers today, coupled with the downward trend in the percentage of the labor force in the agricultural sector (Badan Pusat Statistik, 2023).



A declining youth labor force in the agricultural sector could threaten the future of Indonesian agriculture in the crucial areas of economy and food security. The fewer farmers who enter the sector, the greater the risk of food supply instability and dependence on imports, so that the decline in the number of young farmers can disrupt the sustainability of national food production and threaten the country's food sovereignty (Nitami et al., 2024). If left unchecked, this will also have an impact on the size of the contribution of the agricultural sector which decreases over time, as fewer and fewer young people of productive age continue to cultivate agricultural land (Makmun et al., 2024).

The low interest of youth in the agricultural sector, influenced by the perceived lack of economic promise, is a major challenge. Young people's interest in working in the agricultural sector can be influenced by internal and external factors. Internal factors include individual motivation and character, while external factors include family economic conditions, work-related socialization, and the level of cosmopolitanism (Makabori et al., 2019).

The young generation has an important role as agents of change and agents of development in supporting the sustainability of food land agriculture, especially in the aspects of human resources, natural resources, and the application of appropriate technology. The existence of the younger generation or youth is a national asset (Yudha et al., 2023). This role encourages optimism in empowering the younger generation to bring change and progress to the food crop agriculture sector. The contribution of the millennial generation is seen through their active involvement in various agricultural activities (Ritonga, 2015). This is in line with previous research, which shows that the role of the younger generation in the agricultural sector is not only limited to activities as farmers or field workers, but also includes a broader role, in line with technological developments and scientific interests owned by the generation (Khoirunnisa et al., 2023).

The process of farmer regeneration is very important because it will determine the sustainability of agricultural production and improve agricultural competitiveness as a result of the declining ability of older farmers to deal with changes in social structure and rural modernization (Marcu, 2007). Farmer regeneration plays a role in increasing agricultural productivity while supporting sustainable agricultural practices, which in turn can strengthen community food security (Manumono, 2022). Farmer regeneration has a role to progress and modernize agriculture, provide new innovations, increase agricultural production and farmer productivity (Fitri, 2021).

Agricultural students have a strategic role in the regeneration of farmers to ensure the sustainability of the agricultural sector in Indonesia. As an educated young generation, students are expected to be innovators who are able to adopt modern technology, practice sustainable agriculture, and change business approaches in this field. In addition, students can educate the public about the importance of the agricultural sector and overcome the negative stigma towards the farming profession. This is based on the fact that low education hampers efforts to build the interest and behavior of educated young people to become entrepreneurs in the agricultural sector (Yunandar et al., 2024).

To support the regeneration of farmers and increase the interest of the younger generation, including agricultural students, the government has launched various programs. One of the flagship programs is the Youth Entrepreneurship and Employment Support Services (YESS), a collaboration between the Ministry of Agriculture and the International Fund for Agricultural Development (IFAD). This program is designed to provide facilities

and guidance to young people to become entrepreneurs or professionals in the agricultural sector. In addition, in 2021, the Ministry of Agriculture introduced the Millennial Farmer Program as a strategy to attract the younger generation to be more active in agriculture. The program offers training, technology, and access to financing to support their involvement in the sector (Kementrian Pertanian, 2023).

This research aims to identify and analyze the various factors that influence agribusiness students' interest in supporting the farmer regeneration process. This research focuses on understanding the role of personal motivation, personality traits, family economic conditions, and environmental influences, including government programs and policies, in shaping their interest in contributing to the sustainability of the agricultural sector. In addition, this research is expected to produce strategic recommendations to encourage the involvement of the younger generation in the regeneration of farmers, in order to support the creation of sustainable agriculture.

2. Methods

This research began in November to December 2024 at the Faculty of Agriculture of the University in Jakarta. The method for determining the research location was carried out purposively.

The sampling method was carried out using non-probability sampling techniques, using the Accidental Sampling type. Accidental Sampling is a method of determining samples based on chance, where individuals who accidentally meet with researchers can be sampled if they are considered relevant as a data source. Because the population size is not known with certainty and tends to change, researchers use the Lemeshow formula to determine the sample size (Silalahi, 2015).

$$n = \frac{z^2 p(1-p)}{(d)^2}$$

$$n = \frac{1,96^2 \times 0,5 (1 - 0,5)}{(0,10)^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Notes:

n= Number of samples

Z = Z score at 95% confidence (1,96)

d= Alpha (0,10) or sampling error = 10%

p= Maximum estimate (0,5)

Based on the sample calculation results, the number of samples in this study was determined as 96.04 people, which was then rounded up to 100 respondents. This number is considered capable of representing all Agribusiness students in universities in the Jakarta area. The data used in this study is primary data obtained through filling out questionnaires using Google Form by Agribusiness students in the Jakarta area.

This research uses two stages of data analysis, namely descriptive analysis and quantitative analysis. Descriptive analysis was conducted to describe or explain the data obtained from

respondents' responses to the items in the questionnaire. Furthermore, quantitative analysis was carried out using the Structural Equation Modeling Partial Least Square (SEM-PLS) method with the help of SmartPLS software version 4.0. This method is used to test the measurement model while simultaneously evaluating the structural model. The SEM-PLS analysis process includes measurement model testing (outer model), structural model testing (inner model), and hypothesis testing.

3. Result and Discussion

3.1 Validity Test

Research validity is a measure that shows the level of truth or accuracy of the results obtained from a study (Heryana & Wiratmo, 2023). In this study, the validity test was carried out using the convergent validity and discriminant validity methods using SmartPLS software version 4.0.

3.1.1 Convergent Validity

In conducting the convergent validity test, use the outer loading value or loading factor. A convergent validity indicator is in a good category if the outer loading value is $> 0,7$.

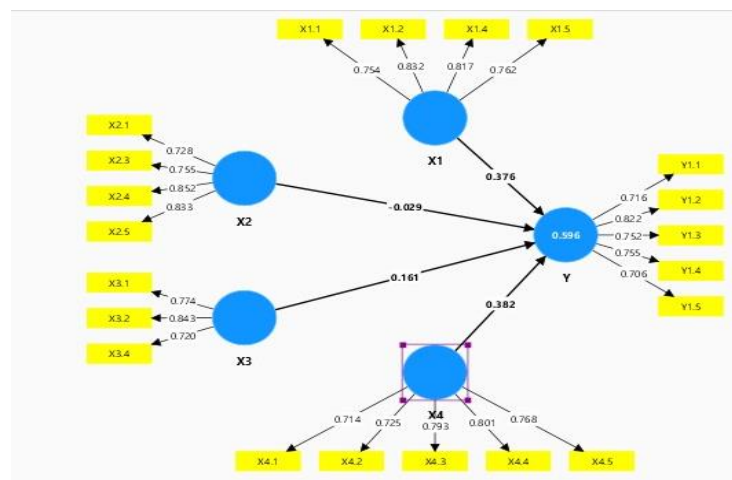


Figure 1. Result of Outer Loading
Source: Data Primary Analysis (2024)

Based on Figure 1. the results of testing outer loading show that all outer loading values on each indicator are greater than 0,7, which means that all indicators in this study can be said to be valid and can be used to measure their variables.

3.1.2 Discriminant Validity

3.1.2.1 Cross Loading

Based on Figure 1. the results of testing outer loading show that all outer loading values on each indicator are greater than 0,7, which means that all indicators in this study can be said to be valid and can be used to measure their variables.

Table 1. Cross Loading

Indicator	Variables				
	X ₁	X ₂	X ₃	X ₄	Y
X _{1.1}	0,754	0,461	0,529	0,555	0,574
X _{1.2}	0,832	0,558	0,441	0,502	0,569
X _{1.4}	0,817	0,419	0,367	0,526	0,512
X _{1.5}	0,762	0,419	0,326	0,420	0,507

X2.1	0,360	0,728	0,187	0,329	0,270
X2.3	0,410	0,755	0,304	0,413	0,296
X2.4	0,596	0,852	0,385	0,457	0,416
X2.5	0,531	0,833	0,357	0,427	0,442
X3.1	0,474	0,340	0,774	0,356	0,474
X3.2	0,455	0,333	0,843	0,476	0,466
X3.4	0,280	0,255	0,720	0,432	0,330
X4.1	0,461	0,473	0,383	0,714	0,430
X4.2	0,415	0,471	0,362	0,725	0,433
X4.3	0,599	0,410	0,420	0,793	0,595
X4.4	0,501	0,360	0,499	0,801	0,564
X4.5	0,424	0,297	0,362	0,768	0,570
Y1.1	0,582	0,388	0,339	0,522	0,716
Y1.2	0,624	0,459	0,505	0,539	0,822
Y1.3	0,534	0,368	0,363	0,481	0,752
Y1.4	0,426	0,282	0,399	0,595	0,755
Y1.5	0,379	0,210	0,471	0,452	0,706

Source: Data Primary Analysis (2024)

3.1.2.2 Average variance extracted (AVE)

Discriminant validity can also be determined through the Average variance extracted (AVE) method. The recommended AVE value is $> 0,5$. If the AVE value is less than $0,5$, it indicates that the indicator has a higher average error rate (Wijanto, 2008).

Table 2. Average variance extracted (AVE) values

Variables	Average Variance Extracted (AVE)
Personal Motivation	0,627
Personality	0,630
Family Economy	0,610
Environment	0,579
Interest	0,564

Source: Primary Data Analysis (2024)

Based on Table.2, all AVE values for each of those used in this study are $> 0,5$. Thus, the model can be said to have met the requirements for the AVE value so that the analysis can be continued.

3.2 Reliability Test

The rule of thumb used for Composite Reliability value $> 0,7$ and Cronbach's alpha value $> 0,7$ (Ghozali, 2016). Composite reliability measures the true reliability value of a variable while Cronbach alpha measures the lowest value of a variable's reliability so that the composite reliability value is $> 0,7$ and the Cronbach Alpha value is $> 0,60$.

Table 3. Cronbach's alpha and composite reliability values

Variables	Composite Reliability	Cronbach's Alpha	Result
Personal Motivation (X ₁)	0,870	0,801	Reliable
Personality (X ₂)	0,872	0,806	Reliable
Family Economy (X ₃)	0,824	0,683	Reliable
Environment (X ₄)	0,873	0,820	Reliable
Interest (Y)	0,866	0,807	Reliable

Source: Primary Data Analysis (2024)

The reliability test results show that all research variables have a Composite Reliability value ($>0,7$) and Cronbach's Alpha ($>0,6$), in accordance with the criteria of Ghozali (2016). This indicates that the instrument used has good internal consistency. The variables of Personal Motivation (X₁), Personality (X₂), Family Economy (X₃), Environment (X₄), and Interest (Y) are declared reliable, although the Cronbach's Alpha value on the Family

Economy variable (X_3) (0,683) is slightly lower than other variables, but still meets the standards.

3.3 Inner Model

Goodnes of fit in PLS can be determined by the Q^2 value. The Q^2 value has the same definition as the coefficient of determination (R-Square) in regression analysis. According to Ghozali (2016) R-Square explains the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect or not. The R-Square value is 0,75 (strong model), 0,50 (moderate model), and 0,25 (weak model).

Table 4. R-Square values

Endogenous Variable	R-Square
Interest (Y)	0,596 (moderate)

Source: Primary Data Analysis (2024)

Based on the presentation in table 4. above, it can be seen that the R-Square value for the interest variable is 0,596. The acquisition of this value explains that the percentage of interest can be influenced by variables X_1 , X_2 , X_3 and X_4 by 59,6%.

3.4 Hypothetical Test

In testing the hypothesis in PLS SEM, it can be done by using the calculated t value (t_o) compared to the t table value (t_α). The confidence level used in this study is 95% with an alpha error of 5%. If the t-statistic value is greater than 1,96 and the p-value is less than 0,05, it means that the hypothesis is accepted. The following is the basis used in decision making, namely:

-P-value <0,05 means it has an effect (h_1 accepted)

-p-value > 0,05 has no effect (h_1 rejected)

According to Ghozali (2016) t statistic > 1,96 means significant.

Original sample is positive, meaning that the direction of the relationship between X and Y is positive.

Original sample is negative, meaning that the direction of the relationship between X and Y is negative.

Table 5. Path Coefficient

Variables	Original Sample	T-Statistic	P-Values	Significant impact details
Personal Motivation (X_1)	0,376	3,125	0,002	Significantly Affected
Personality (X_2)	-0,029	0,308	0,758	Not Significantly Affected
Family Economy (X_3)	0,161	2,006	0,045	Significantly Affected
Environment (X_4)	0,382	3,471	0,001	Significantly Affected

Source: Primary Data Analysis (2024)

Based on the results of the path coefficient analysis in the table, the Personal Motivation variable (X_1) has a significant positive effect on the dependent variable with a coefficient value of 0,376, a T-Statistic of 3,125 (greater than 1,96), and a P-Value of 0,002 (smaller than 0,05). This shows that the higher the personal motivation, the greater the effect on the dependent variable. Previous research states that the motivation variable has a significant effect on agricultural students' interest in farming (Arimbawa & Rustariyuni, 2018). Based on the results of this study, it indicates that agricultural students still have the desire to try

farming. Research also reveals that young people who have the motivation to be involved in the agricultural sector will choose the best commodities to develop, one of which is through utilizing technology (Rifa'i & Syahputra, 2024). The creation of products that have competitiveness with product diversification and the support of business motivation and business capabilities of the younger generation, especially agricultural students who gain knowledge from education, will determine the success of agricultural businesses. There are differences from other studies which state that personal motivation has no effect on the interest of the younger generation in farming (Haeruddin et al., 2024). The younger generation views work in the agricultural sector as a less prestigious occupation and is even considered to have the potential to improve the economic situation of the household in the future (Fauzi & Rangkuti, 2023).

In contrast, the Personality variable (X_2) shows a very small negative effect with a coefficient of -0,029, a T-Statistic for the Personality variable of 0,308 (far below 1,96), and a P-Value of 0,758 (greater than 0,05), so it can be concluded that this variable has no significant effect. This is in line with other research which states that the Personality variable has no significant effect on the interest of the younger generation to work as farmers (Haeruddin et al., 2024). This is supported by previous research, which states that many people, especially the younger generation, still look down on the farming profession. They perceive it as a low-education job that does not require advanced education to gain in-depth knowledge. On the other hand, one of the underlying reasons for the lack of interest among the younger generation is that the risks in farming are higher compared to other professions. (Mardiyanti et al., 2023).

Meanwhile, the Family Economy variable (X_3) has a significant positive effect with a coefficient of 0,161, a T-Statistic of 2,006 (greater than 1,96), and a P-Value of 0,045 (smaller than 0,05). This shows that family economic conditions have a significant impact on the dependent variable. Other research states that the family economy has a positive effect on the interest in becoming a farmer (Resita, 2024). Supported by previous research which states that the family economy has a significant effect on the interest of the younger generation in the agricultural sector (Koesrin, 2023). The family economy is considered capable of supporting the education of their children, besides that the economic condition of one's family can also influence individual decisions to choose a profession as a farmer or not.

The Environment variable (X_4) also shows a significant positive effect with the highest coefficient value, which is 0,382, T-Statistic of 3,471, and P-Value of 0,001. This is due to government policies such as subsidies, training and development programs regarding the agricultural sector that are shown to the younger generation who are interested in farming. Another study found that the concept of entrepreneurship can be used as an alternative to attract interest in the agricultural sector (Mursalat et al., 2022). The government as a policy maker needs to formulate programs that can attract the younger generation to contribute directly to the agricultural sector. The government needs to make efforts by implementing work programs to increase the role of the younger generation and overcome regeneration problems in the agricultural sector (Firdaus et al., 2023). This is based on the fact that one of the ways to develop a country's national economy is to develop the agricultural sector and rural areas well. This is proven by developed countries such as the USA, UK, Canada, Japan etc. which state that the development of their agricultural and rural sectors can help their

national economy by contributing to the economy in addition to the industrial sector which has become the mainstay sector in their economy (Tobing et al., 2023)

Thus, Personal Motivation (X_1), Family Economy (X_3), and Environment (X_4) have a significant influence, while Personality (X_2) does not have a significant influence on the dependent variable.

4. Conclusion

The conclusion of this study shows that the regeneration of farmers in Indonesia is very important to support the sustainability of the agricultural sector, given the significant decline in the number of young workers in this field. Based on the analysis, the factors of Personal Motivation (X_1), Family Economics (X_3), and Environment (X_4) have a significant influence on the Interest (Y) of agribusiness students to engage in the agricultural sector, while the Personality factor (X_2) has no significant effect on the Interest (Y) of agribusiness students to engage in agriculture. Business motivation and business skills obtained from education during college determine the success of agricultural businesses by students. Family conditions can determine a person's decision to choose to be involved in the agricultural sector or not. In addition, government programs, such as training and subsidies, are one of the main drivers in attracting young people. Thus, collaboration between education, government, and technology is needed to ensure effective and sustainable regeneration of farmers.

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