

## DEVELOPMENT OF THEORY OF PLANNED BEHAVIOR (TPB) WITH SELF-EFFICACY TO EXPLAIN THE INTENTION TO BE A FARMER IN THE ZINENIAL GENERATION

I Gusti Ngurah Jaya Agung Widagda K<sup>\*</sup>), Ni Nyoman Kerti Yasa<sup>\*1</sup>,  
Putu Laksmi Dewi Rahmayanti<sup>\*\*</sup>), I Gusti Ayu Tirtayani<sup>\*</sup>), Ida Bagus Agung Dharmanegara<sup>\*\*</sup>)

<sup>\*</sup>)Faculty of Economics and Business, Udayana University, Bali  
Jl. P.B. Sudirman, Daging Puri Klod, Kec. Denpasar Tim., Kota Denpasar, Bali 80112, Indonesia

<sup>\*\*</sup>)Faculty of Economics and Business, Warmadewa University, Bali  
Jalan Terompong No. 24 Tanjung Bungkak Denpasar Bali 81007, Indonesia

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**Abstract:** The purpose of this study was to develop a theory of planned behavior (TPB) that explains the intentions of Generation Z farmers using self-efficacy variables. The population of this study is Gen Z from Bali. The sample size used was 210 with the planned sampling method. The analysis technique used is path analysis by SEM-PLS. Results showed that attitudes did not affect willingness to farm. Subjective norms and PBC had a positive and significant effect on intention to become a farmer, attitudes, and self-efficacy between subjective norms and PBC. and it made a big impression. , and self-efficacy can act as mediators of attitudes, subjective norms, and the impact PBC has on their intent to become a Gen Z farmer in Bali. It is therefore important that government, educational institutions and parents understand that farming is a good career, the more self-efficacy a person has towards farming, the easier it is for someone to get into it Enter Farming Farmer So You Can Encouraged Gen Z have big intentions to become farmers. Likewise, the availability of land and farming skills must find a solution so that they continue to improve in order to increase the intention to become a farmer in the Z generation.

**Keywords:** attitude, subjective norm, PBC, self-efficacy, intention to become a farmer

**Abstrak:** Penelitian ini bertujuan untuk mengembangkan Theory of Planned Behavior (TPB) dengan variabel self-efficacy untuk menjelaskan niat generasi Z menjadi petani. Populasi dalam penelitian ini adalah Generasi Z di Bali. Besar sampel adalah 210 orang dengan menggunakan metode convenience sampling. Teknik analisis yang digunakan adalah analisis jalur dengan SEM-PLS. Hasil penelitian ini menunjukkan bahwa sikap tersebut tidak mempengaruhi niat menjadi petani. Norma subyektif dan perceived behavioral control (PBC) berpengaruh positif dan signifikan terhadap niat menjadi petani. Sikap, norma subyektif, dan CBP berpengaruh positif dan signifikan terhadap self-efficacy, dan self-efficacy berpengaruh positif dan signifikan. tentang niat menjadi petani dan efikasi diri untuk menyampaikan pengaruh sikap, norma subyektif dan PBC terhadap niat menjadi petani Gen Z di Bali. Oleh karena itu, penting bagi pemerintah, lembaga pendidikan dan orang tua untuk memberikan pemahaman bahwa profesi petani adalah profesi yang baik, semakin baik efikasi diri seseorang terhadap profesi petani maka semakin mudah seseorang tersebut menjadi seorang petani, sehingga dapat mendorong generasi Z untuk memiliki niat yang tinggi untuk menjadi petani. Demikian juga ketersediaan lahan dan keterampilan menjadi petani perlu dicarikan solusi agar terus ditingkatkan agar dapat meningkatkan niat menjadi petani dari generasi Z menjadi lebih tinggi.

**Kata kunci:** sikap, norma subyektif, PBC, efikasi diri, niat menjadi petani

<sup>1</sup> Corresponding author:  
Email: [kertiyasa@unud.ac.id](mailto:kertiyasa@unud.ac.id)

## INTRODUCTION

Indonesia used to be an agrarian country because of the wide area of agricultural land. Likewise in the past, the ancestors of the Indonesian people also worked as farmers. Conditions are changing, where the number of farmers is decreasing, so is the intention of the younger generation to become farmers. More and more people, especially the younger generation, are no longer interested in the world of agriculture. Agriculture is considered old-fashioned by the younger generation. Most of today's young generation prefer to work in an office compared to being a farmer. Even though life as a farmer is a characteristic of the Indonesian state. The image of Indonesia as an agricultural country is increasingly fading because the desire of the younger generation to become farmers has greatly diminished. The desire to be an office worker, to dress neatly and wear a tie is a standard of successful living for today's generation. They think that working as a farmer is an ancient and dirty job.

Farmers' lives are often looked down upon by today's generation. They are no longer interested in being involved in the world of agriculture. The unsophisticated condition of Indonesian agriculture is also one of the factors causing them to be lazy and not interested in working in the agricultural sector. Many agricultural lands have now been converted into buildings. The view of the younger generation is very far from advancing the agricultural sector, not many young people now want to create innovations regarding the progress of the agricultural sector. There needs to be encouragement from both the government and the community to build the trust and desire of the younger generation in advancing the agricultural sector in Indonesia. It needs support from various parties for this so that the community and especially the younger generation can increase their interest in getting into the agricultural sector.

The younger generation, especially the zillennial generation, i.e. those born between 1995 and 2012 Generation, commonly called Generation Z (<https://data.worldbank.org/>), has relatively low intentions to become a farmer, based on our results from a preliminary survey of 30 Gen Zers using Google's form, Almost 80 percent stated that they did not want to become a farmer. Their reasons are quite varied, among others because their parents want their children

to become Civil Servants (PNS), company managers, and doctors; besides that they also stated that they did not own the land used for farming. Those are the things that make them less interested in becoming farmers. Research that examines the intention to become a farmer has been carried out by several previous researchers, including: Amir et al. (2019); Sudibia (2012); Carillo et al. (2013); Arimbawa and Rustariyuni (2020); and Nita et al. (2020). The results showed that the decision to become a farmer was driven by family support, community support, and government support, as well as available natural resources. According to the Theory of Planned Behavior (TPB), it shows that people's decisions to make buying decisions, TPB theory was chosen because it is a theory that studies not only a person's buying behavior, but also how intentions behave when making a decision, examining career choices, can certainly be influenced by attitudes, subjective norms, and perceived behavioral control (PBC).

Gen Z intention to become a farmer can be determined by their attitude towards farming. If Gen Z's attitude towards farming work is positive, it will fuel their intention to become a farmer. This is consistent with the research by Soon et al. (2016) stating that attitudes have a significant impact on behavioral intentions. The same is also shown by the studies by Devi (2015) and Hatane et al.(2021), which states that attitudes influence behavioral decisions; but there are other studies that confirm that attitudes do not influence behavioral intentions (Arisandi, 2016; Ridha et al. 2017). Your attitude towards agriculture agricultural education and training also training plays also increases students' intention to work in agriculture (Shidiq, 2020).

The attitude of the younger generation (gen Z) has an influence on the behavioral intention of this generation towards agriculture. Generation Z's interest in agriculture can be seen from how they respond to agriculture in Indonesia. There needs to be an increase in the desire of the younger generation in the world of agriculture. Increasing the attitude and desire of the younger generation to be involved in the world of agriculture can be channeled by providing counseling and training. Providing training to the younger generation in agriculture can increase their interest and attitude to be more interested in entering the world of agriculture. The government and society need to pay attention to this in order to preserve and promote

agriculture in Indonesia. The desire and interest of the younger generation in agriculture can encourage them to advance agriculture. Advancing agriculture by the younger generation can develop agricultural contributions to be more effective and advanced. The need for innovation from the younger generation to develop agriculture. Agriculture in Indonesia has a very significant role in the economy.

In addition to attitude, mood within the family, loved ones, and significant others has been found to strongly influence behavioral decisions. Research results on the influence of subjective norms on behavioral intentions by Shiri et al. (2012); the results show that the higher the subjective norm, the higher the behavioral intention. This is also supported by the findings of Alisandy (2016). However, the study by Robledo et al. (2015) showed the opposite result. That is, subjective norms did not influence behavioral intentions.

In addition, the availability of behavioral support facilities also largely determines behavioral intentions and decisions. The means of farming, such as land ownership and other capital, influence the younger generation to become farmers. This is consistent with the results of the research by Masoomi et al. (2016); Tucker et al. (2020) who confirm that CBP has a positive and significant effect on behavioral intentions; but there are another studies confirming that it has no effect (Nabila and Haryani, 2015; Arisandi, 2016; and Ridha et al. 2017)

The rationale for including this variable as a mediator is based on the following reasons: 1) When someone has a positive attitude toward the farming profession, the high subjective norms of important people around them encourage them to become a farmer, and a high PBC encourages them to become a farmer, a farmer can of course increase his self-efficacy as a farmer. 2) If Gen Z's self-efficacy is high, this will surely encourage them to become farmers. All of this is also supported by the results of empirical studies stating that high self-efficacy causes high behavioral intentions (Suki, 2016; Hassan et al. 2020; Upadhyay et al. 2022; Saygili et al. 2022).

The objectives of this research are to examine: 1) the effect of attitude on intention to become a farmer; 2) the impact of attitude on self-efficacy; 3) the impact of the subjective norm on the intention to become a farmer;

4) the effect of subjective norms on self-efficacy; 5) the effect of PBC on intention to become a farmer; 6) the effect of CBP on self-efficacy; 7) the impact of self-efficacy on intention to become a farmer; 8) the role of self-efficacy in mediating the attitudinal effect on intention to become a farmer; 9) the role of self-efficacy, mediating the effect of the subjective norm on intention to become a farmer; 10) the role of self-efficacy in mediating the effect of PBC on intention to become a farmer.

## METHODS

This research belongs to the type of explanatory research, i. H. Research aimed at examining the causal relationship between attitudinal variables, subjective norm, PBC, self-efficacy, and intention to become a farmer. This research was conducted on Generation Z in Indonesia. The survey was conducted over a period of 3 months (February-April 2022) and the sample for this survey was 210 respondents, an infinite population, so a conscious sample was used. The survey was distributed to a number of groups via the Whats app using Google Forms. Data collected from up to 30 respondents had been tested for validity and reliability and the outcomes are proven in Table 1 and the results is all variabel is grates.

In addition, we continued to collect data by sending a Google Forms-style survey to many Whatsapps and collecting up to 210 respondents. This amount exceeded the maximum number of sample size calculations used. This is 5 to 10 times the number of indicators in the survey variable, plus 21 indicators. A sample of 210 respondents was analyzed using analysis tools. Pathway analysis by SEM-PLS in Figure 1.

## RESULTS

There were more female respondents than male respondents, 138 female and 72 male. Respondents were overwhelmingly in secondary education, with a maximum of 187. Respondents in this survey had an average of 182 students per occupation. Respondent group data based on monthly income revealed that up to 117 people earn less than a month 2 million rupiah (Table 2).

Table 1. Instrument validity and reliability test results

Variable	r Correlation	Cronbach's Alpha $\alpha$
Attitude about being a farmer (X1)		0.845
I think being a farmer is a good choice (X1.1)	0.870	
I think being a farmer is a wise decision (X1.2)	0.888	
I think the choice of being a farmer is a useful job (X1.3)	0.703	
I think being a farmer is an interesting choice (X1.4)	0.853	
Subjective norm (X2)		0.841
My parents encouraged me to be a farmer (X2.1)	0.806	
My teacher or lecturer encourages me to be a farmer (X2.2)	0.744	
Important people in my life encouraged me to choose to be a farmer (X2.3)	0.878	
My friends invite me to be a farmer (X2.4)	0.730	
The government always urges my generation to choose to become farmers (X2.5)	0.762	
Perceived Behavior Control (X3)		0.925
I have land to farm (X3.1)	0.878	
I have the infrastructure to be a farmer (X3.2)	0.862	
I have the skills to be a farmer (X3.3)	0.917	
I have knowledge of being a farmer (X3.4)	0.883	
I have the capital to become a farmer (X3.5)	0.872	
Self-efficacy (Y1)		0.942
I am confident that I will become a farmer (Y1.1)	0.923	
I am proud of the choice to become a farmer (Y1.2)	0.900	
I feel more than anyone else by being a farmer (Y1.3)	0.954	
I feel satisfied when I later become a farmer (Y1.4)	0.922	
Intention to become a farmer (Y2)		0.932
I will later choose to be a farmer (Y2.1)	0.935	
I think my future is filled with being a farmer (Y2.2)	0.955	
I feel that being a farmer is a good career choice (Y2.3)	0.927	

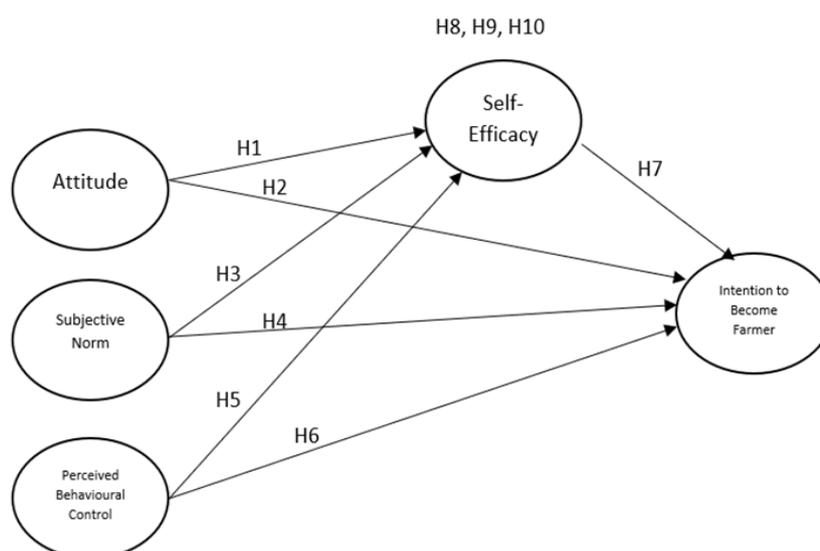


Figure 1. Research framework

Table 2. Characteristics of respondents

Variable	Classification	Number of people	Percentage (%)
Gender	Male	72	34.3
	Female	138	65.7
	Total	210	100
Education	Senior High School	187	89.0
	Diploma	2	1.0
	Bachelor	14	6.7
	Postgraduate	7	3.3
	Total	210	100
Occupation	Student	182	86.7
	Private sector employee	14	6.7
	Civil Servants (PNS)	4	1.9
	Businessman	10	4.8
	Total	210	100
Income / allowance	< Rp. 2 million	117	55.7
	Rp 2 - 5 million	83	39.5
	Rp. 5 – 10 million	7	3.3
	Rp. 10 – 15 million	3	1.5
	Total	210	100

Based on Table 3, we can see that all the external voltage exponents have values greater than 0.65 in the range of 0.638 to 0.955. This means that all configurations formed have good consistency as research models. Third, as all values are above 0.5 and range from 0.666 to 0.877, we can conclude that the investigative model in this study is highly valid.

Using Table 4, we can explain that the largest value of R2 found for the variable intent to agriculture is 0.769. This means that up to 76.90% of the variable intent to be a farmer goes through the components included in the model setup. The minimum value for the self-efficacy variable is 0.700. This means that 70.00% of self-efficacy variables can be explained by three factors that influence them. Attitudes, subjective norms, PBC. Examining the R2 values, we can conclude that the predictive power of this study model is generally excellent when considering all variables with R2 values greater than 50%.

From Table 5, Farmers' attitudes toward farmers' intentions have a t-statistic of 1.748 and p-values of  $0.081 > 0.05$ , rejecting hypothesis 1 and indicating a positive attitude toward farmers. This suggests that Generation Z do not own farms, which is consistent with research by Ridha et al. (2017) and Arisandi

(2016) found that this attitude did not affect intentions to behave like farmers. This is in contrast to the results of Bosompem et al. (2017), Uduji et al. (2021), Nguyen et al. (2021) Wiśniewska and Czernyszewicz (2022) found that a positive attitude can increase behavioral intentions. In addition, attitude also affects self-efficacy, with a t-statistic of 5.496 and a p-value of 0.000.

The subjective criterion of being a farmer has a t-statistic of 6.785 and a p-value of  $< 0.000$ . 0.05, so Hypothesis 3 is accepted, ie the higher the subjective criteria, the greater the willingness of Generation Z to farm. This is consistent with the study by Pliakoura et al. (2022) found that subjective norms can reinforce behavioral intentions. Subjective norms also affect self-efficacy, with a t-statistic of 5.925 and an ap-value of The PBC who wants to be a farmer has a t-statistic of 2.405 and a p-value of  $0.017 < 0.05$ , so hypothesis 5 is accepted. This means the higher the PBC, the more likely it is that Gen Z will become a pawn in Bali. The results of this study agree with those of Lang et al. (2022) show that CBP positively influences behavioral intentions. In addition, his PBCt statistic for Self-Efficacy is 3.585, with a p-value  $< 0.000$ . At 0.05, hypothesis 6 is accepted. This means that as PBC increases, so does Generation Z's desire to farm.

Table 3. Model size results

Construct	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Attitude to be a farmer (X1)			0.892	0.678
	X1.(1).	0.906		
	X1.(2).	0.892		
	X1.(3).	0.638		
Subjective norm (X2)	X1.(4).	0.831		
			0.932	0.733
	X2.(1).	0.841		
	X2.(2).	0.896		
	X2.(3).	0.901		
PBC (X3)	X2.(4).	0.870		
	X2.(5).	0.767		
			0.908	0.666
	X3.(1).	0.744		
	X3.(2).	0.746		
Self-efficacy (Y1)	X3.(3).	0.851		
	X3.(4).	0.864		
	X3.(5).	0.865		
			0.933	0.776
	Y1.(1).	0.842		
Intend to be a farmer (Y2)	Y1.(2).	0.878		
	Y1.(3).	0.930		
	Y1.(4).	0.872		
			0.955	0.877
	Y2.(1).	0.926		
	Y2.(2).	0.955		
	Y2.(3).	0.929		

Table 4. Coefficient of determination

Construct	R2
Self-efficacy	0.700
Intention to become farmer	0.769

Note: Only the endogenous (dependent) variable has a value of R2

Table 5. Path coefficient

Hypothesis	Correlation between variables	Path Coefficient	t-stats	p-value	Information
H1	Attitude → Intention to become a farmer	-0.134	1.748	0.081	non-sig.
H2	Attitude → self-efficacy	0.268	5.496	0.000	Sig.
H3	Subjective norm → Intention to become a farmer	0.393	6.785	0.000	Sig.
H4	Subjective norm → self-efficacy	0.456	5.925	0.000	Sig.
H5	PBC → Intention to become a farmer	0.501	2.405	0.017	Sig.
H6	PBC → self-efficacy	0.239	3.585	0.000	Sig.
H7	Self efficacy → Intention to become a farmer	0.501	8.904	0.000	Sig.

Additionally, the expected value of self-efficacy influences intention to become a farmer, with a t-statistic of 8.904 and a p-value of 8.904, 0.000, 0.05, so hypothesis 7 is accepted. In other words, higher self-efficacy in farming among Gen Z can increase their motivation to farm.

### Indirect Effect Test (Mediation Test)

Based on Table 6, the t-value is  $4.621 > 1.96$ , and the mean self-efficacy significantly conveys the full impact of attitude on intention to become a farmer. Self-efficacy is also a mediator of subjective normative influence on farmers' intentions, with a t-statistic of  $4.958 > 1.96$ . Self-efficacy can also significantly affect the effect of your PBC on your intent to become a farmer, with a t-statistic of  $3.421 > 1.96$ .

### Managerial Implications

The implication of this survey is that it will help policy makers to motivate farmers to become farmers in Indonesia. As all components of TPB, i.H. attitudes, subjective norms, and perceived behavioral control have a significant impact on intention. Policy makers need to address these variables to improve digital agriculture advertising and online farming platforms. Enabling teachers to raise awareness of the modern agricultural sector and change perceptions of the only poor agricultural sector can increase the motivation of young people to join the food sector. Like a school visit to a farm, raising awareness can be a positive educational experience that allows students to learn about the agricultural environment, farm workers and food production.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Attitudes have a positive and significant impact on self-efficacy. Subjective norms have a positive and significant impact on their intentions to become farmers. Subjective norms have positive and important implications for self-efficacy. KBK has a positive and significant influence on the intention to become a farmer. PBC has a positive and significant effect on self-efficacy. This result means that the higher the PBC, the higher the self-efficacy of Generation Z farmers. Self-efficacy has a positive and significant impact on the intention to become a farmer. This finding implies that self-efficacy can bridge the influence of subjective norms in shaping intentions to become farmers in Generation Z Bali. Self-efficacy may mediate the effect of his PBC on his intention to become a farmer. These results indicate that self-efficacy drives an individual's belief in their ability to act as necessary to achieve specific goals.

### Recommendations

The survey was conducted only on Gen Z from Bali, who were found to be respondents, so the findings cannot be generalized to Gen Z in other parts of Indonesia. Because Indonesia is an agricultural country with very vast land area and increments, data are collected cross-sectionally, so changes in the environment are always occurring, and longitudinal studies will be needed in the future. Similarly, the mediating variable only adds variable self-efficacy to her TPB, which may add to the variable's motivations or beliefs to become a farmer in the future. This is loosely related to the intention to become a farmer.

Table 6. Indirect Effects

Hypothesis	Correlation between Variables	Path Coefficient	t-Statistic	p-Values	Information
H 8	Attitude (X1) → Self efficacy (Y1) → Intention to become farmer (Y2)	0.134	4.621	0.000	Significant
H 9	Subjektif norm (X2) → Self efficacy (Y1) → Intention to become a farmer (Y2)	0.228	4.958	0.000	Significant
H 10	PBC (X3) → Self efficacy (Y1) → Intention to become a farmer (Y2)	0.120	3.421	0.001	Significant

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