Eduvest – Journal of Universal Studies
Volume 4 Number 09, September, 2024
p- ISSN 2775-3735- e-ISSN 2775-3727

FACTORS INFLUENCING YOUTH INTEREST IN AGRICULTURE IN KARANGAN VILLAGE

Jumini Sri Wahyuni[1], Sujarwo[2], Asihing Kustanti[3]
[1,2,3] Departemen Sosial Ekonomi, Fakultas Pertanian, Universitas Brawijaya Malang, Indonesia
Email: : jushi264e@gmail.com

ABSTRACT

The role of youth in agricultural development is very important, but youth who are interested in agriculture tend to decrease every year. Youth in Karangan Village consider farming to be an unprofitable profession. They consider the economics of agricultural products to be very low so that most of them are not interested in agricultural activities. Therefore, the number of farmers decreases every year. So efforts to increase the interest of the younger generation to be involved in the agriculture sector. Motivational factors are needed to encourage someone to want to do something, and the motivational factor in question is interest. There are several factors that determine a person's interest. This research aims to analyze the factors that influence youth interest in agriculture. This research was conducted on youth from Karangan Village, Kepohbaru District, Bojonegoro Regency, with 88 respondents from a total population of 785. Observation and questionnaires are techniques used by researchers to collect data. This research is quantitative research with data analysis using the SEM PLS method. This research uses 3 independent variables, namely individual characteristics (age, education, family), external factors (training and counseling, availability of natural resources, government support), and motivational factors (rewards, achievement, life demands) on the dependent variable, namely youth interest (enjoyment, involvement, interest). Factors that influence youth interest based on the result of the analysis are age, family, availability of natural resources, life demands and involvement.

KEYWORDS *Interest, Youth, Agriculture, SEM PLS*

How to cite: Wahyuni, J.S et al. (2024). Factors Influencing Youth Interest in Agriculture in Karangan Village. *Journal Eduvest. 4* (9): 8284-8297
E-ISSN: 2775-3727
Published by: https://greenpublisher.id/

INTRODUCTION

The decreasing number of farmers each year poses a serious threat to the sustainability of agricultural development. Agriculture is one of the most strategic fields and employs the most workers (Nearti et al., 2023). Currently, the majority of farmers are elderly. From 2013 to 2018, the number of people working as farmers in Bojonegoro Regency decreased by about 24,000 (according to the 2018 Agricultural Census survey). This issue of farmer regeneration requires special attention, especially concerning food self-sufficiency.

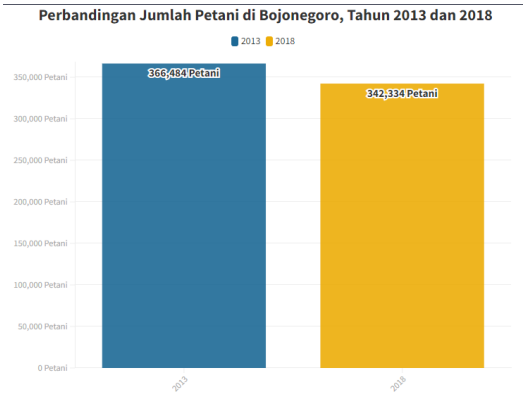

Figure 1.1 Comparison of the Number of Farmers
Source: BPS Bojonegoro, 2018

Farmer regeneration is the process of passing on farming efforts from the older generation to the younger generation, both those already involved in agriculture and those newly introduced to it. In this regard, youth play a pivotal role in the success of farmer regeneration. Collaboration among farmers can promote more efficient resource utilization, serve as a means of diffusion and innovation, and act as a knowledge platform (Syam et al., 2023). Anticipatory measures and efforts to encourage farmer regeneration are needed. Farmer regeneration can be achieved by developing or fostering a young person's interest in agriculture.

Anwarudin et al. (2018) stated that the primary condition for achieving sustainable agricultural development is farmer regeneration. This can be observed through the interest and involvement of youth in agricultural activities (Harniati and Anwarudin, 2018). It is likely that many young people today are not enthusiastic about engaging in agricultural activities. Karangan Village is located at the eastern end of Kepohbaru District, Bojonegoro Regency. The total area is 335 hectares, with a population of approximately 3,341 people spread across four hamlets: Tulung, Karangan, Paloh, and Pojok. Most residents of Karangan Village rely on farming for their livelihood.

The youth in Karangan Village perceive farming as an unprofitable profession. They believe the economic returns from agriculture are very low, making most of them uninterested in agricultural activities. According to Winkel (1983), interest is a tendency within a person to feel pleasure and attraction to engage in a particular field. This tendency arises as an indirect or unintended internal drive. Several

factors can drive a person's interest, including attraction, pleasure, and involvement. These three factors form the basis of one's interest.

Suryobroto (1988:102) defines interest as a tendency within a person to be attracted and pleased by a particular thing. This tendency is instinct or a feeling that arises from within. Therefore, someone interested in something will naturally feel happy and attracted to it.

Literature Review

Effendy et al. (2020), in their research titled "Factors Influencing Rural Youth Interest in Agriculture in Sindangkasih Ciamis District," stated that rural youth's interest in agriculture in Sindangkasih District is moderate. To increase it, strategies need to be implemented, starting with extension activities tailored to the needs of the youth and aligned with the characteristics of respondents in Sindangkasih District.

Khumairotusyifa (2020), in her research on youth perceptions of farming jobs, stated that the education level variable is significantly related to income perception. In contrast, the job socialization variable, age variable, and land area variable are not significantly related.

Santoso et al. (2020), in their research on accelerating farmer regeneration, stated that the acceleration of farmer regeneration is significantly influenced by factors such as education level, age, extension, and government support.

Tarik et al. (2023), in their research on the interest of farmers' children in farming jobs, stated that two factors influence the interest of farmers' children in farming jobs: the land area owned by their parents and income. To attract the interest of farmers' children to work as modern farmers, the government should conduct socialization and encourage parents to support their children in this field.

Based on the opinions of experts and previous literature, it can be concluded that a person's interest is driven by factors of attraction, need, and attention. Of these three factors, the factor of attraction is more dominant than the others. Regarding the study of youth interest in agriculture in Karangan Village, the interest of the youth in agriculture cannot be directly known and must be revealed through factors that influence this interest.

Research Objectives

The research objectives are the goals that drive the conduct of the research. Based on the above description, the problem that the researcher aims to solve is to identify the factors that can influence youth interest in agriculture. The objective of this study is to analyze the components that affect youth interest in agriculture in Karangan Village.

In this study, to understand the relationship between each variable, structural equation modeling (SEM) techniques will be used, implemented with SmartPLS version 4 software. SEM with PLS is a second-generation data analysis technique in the SEM family (Hair et al., 2019). SEM is a data analysis method to identify the best factors within latent variables. Hanafiah explains that PLS-SEM is highly suitable for predictive research, especially when the number of respondents is relatively

small. PLS-SEM can analyze data with as few as 30 to 100 respondents (Hanafiah, 2020).

RESEARCH METHOD

Scope

"The scope defines the research framework, outlining the study's limitations, narrowing down the problem, and delineating the research area. This ensures that the research is properly oriented. Therefore, clear boundaries must be set in the scope, particularly regarding factors affecting youth interest in agriculture in Karangan Village."

The material scope of this study is based on an examination of the factors influencing youth interest in agriculture, specifically in Karangan Village. Defining these factors is essential because youth involvement is a key element in the success of any activity. The predictor variables affecting youth interest in agriculture include individual characteristics (age, education, family), external factors (training and extension, availability of natural resources, government support), and motivational factors (rewards, achievements, life demands). These three factors are related to youth interest, which comprises pleasure, attraction, and involvement.

The geographical scope of this study is Karangan Village, Kepohbaru District, Bojonegoro Regency. Karangan Village is the easternmost village in Kepohbaru District and Bojonegoro Regency, bordering Modo District in Lamongan Regency. Karangan Village covers an area of 335 hectares with 941 households and approximately 3,341 residents.

Types and Sources of Data

This research is quantitative in nature. Quantitative research involves collecting data and analyzing it to derive results. This type of research is chosen to achieve the ultimate goal of this study, which is to analyze the factors influencing youth interest in agriculture in Karangan Village.

The population in this study encompasses all data that can be analyzed. According to Davis et al. (2013), the age limit for being considered a young farmer is 35 years. Thus, the population includes all youth aged 19 to 35 in Karangan Village, totaling 785 males and females out of 3,341 residents.

A sample is a subset of the 785 population. This study uses probability sampling, where all individuals in the population can be sampled. Simple random sampling is used, where samples are chosen randomly, either by drawing lots if the sample size is small or using a random number approach if the sample size is larger. The sample size for this study is calculated using the Slovin's formula:

$$n = \frac{N}{1 + N(e)^2}$$

$$= \frac{785}{1 + 785(0{,}1)^2} = \frac{785}{8{,}85} = 88$$

Information:
n = sample size

N = population size
e = margin of error (10%)

The research data comes from two sources: primary data, directly obtained from respondents, and secondary data from existing sources. Primary data collection involves distributing questionnaires to 88 youth samples in Karangan Village and field observations related to agriculture. Secondary data includes documents from institutions and previous literature relevant to the research focus, such as the profile of Karangan Village and related institutions.

Location and Time of Research

The research will be conducted in Karangan Village, Kepohbaru District, Bojonegoro Regency. The administrative boundaries of Karangan Village are as follows:

- North: Selorejo Village and Tlogoagung Village, Baureno District
- South: Mudung Village and Betet Village, Kepohbaru District
- West: Betet Village and Sugihwaras Village, Kepohbaru District
- East: Sambungrejo Village, Modo District, Lamongan Regency

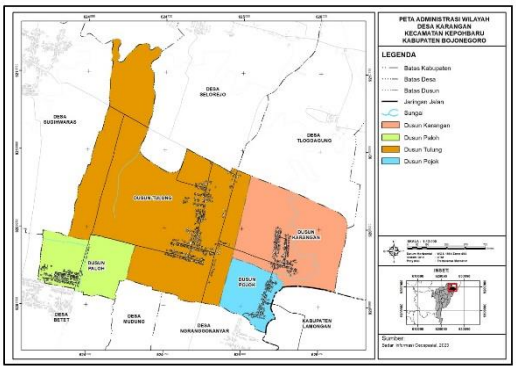

Figure 2.2 Administrative Map of Karangan Village
Source: Secondary Data

The research period is the time required to complete the study's objectives. In this case, the researcher needs approximately three months, from January to March 2024, to complete the entire research process and reporting.

Data Analysis Methods

Data analysis is the process of transforming data into new information. The goal of this technique is to make data features easier to understand and more helpful in solving problems, particularly those related to research. Various methodologies and techniques exist for conducting analysis, depending on the industry and the intended purpose of the analysis.

In this study, data analysis is conducted using the SmartPLS 4 software on a computer. Partial Least Squares (PLS) is a variance-based Structural Equation Modeling (SEM) analysis that can generate two testing models: the structural model (inner model) and the measurement model (outer model). The measurement model

is used to determine the results of validity and reliability tests, while the structural model is used to determine the results of causality tests. PLS is considered a "soft modeling" analysis because it does not assume data must have large-scale measurements, meaning the sample size does not need to be large (below 100 samples).
Research Procedure:

1. Collecting data on the characteristics of youth in Karangan Village:
   a. Designing a questionnaire using a Likert scale of 1-5 (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).
   b. Distributing the questionnaire directly to all respondents.
2. Conducting validity and reliability tests on the questionnaire data by considering the values of the loading factor, Composite Reliability, and Average Variance Extracted (AVE).
3. Conducting discriminant validity tests using two criteria: Fornell-Larcker Criterion and Cross Loading.
4. Testing the hypothesis of the model results using the PLS-Algorithm and Bootstrapping 5000.

RESULT AND DISCUSSION

This study sampled 88 youth from Karangan Village. Below is an overview of the characteristics of these 88 respondents, represented in a diagram of respondent characteristics based on age, ranging from 19 to 35 years. The presentation of data on respondent characteristics is useful for providing insights into the personal situations of the respondents. The distribution of respondent characteristics based on age is divided into four categories: under 20 years, 21-25 years, 26-30 years, and 31-35 years.

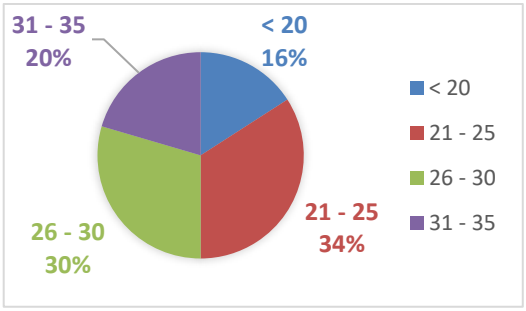

Diagram 3.1 Data on Respondent Characteristics by Age
Source: Processed Data, 2024

Based on the diagram above, it shows the age characteristics of respondents, with the majority being between 21-25 years old, comprising 34% or 30 respondents. The respondents under 20 years old represent the smallest group, with 16% or 14 respondents. Thus, the youth of Karangan Village fall within the productive age group.

Partial Least Square (PLS) is the statistical method used in this study for hypothesis testing. PLS is a variance-based data analysis method software with Structural Equation Modeling (SEM). This method does not require assumptions and can

be conducted with a relatively small sample size, which is an advantage of the SEM data analysis method.

The type of model formed in Structural Equation Modeling (SEM) consists of two categories: the outer model and the inner model. The measurement model or outer model explains the proportion of variance in each manifest variable that can be described by the latent variable. Through the measurement model, we will know which manifest variables dominate the formation of the latent variable. After conducting the measurement model for each latent variable described, the next step is the structural model or inner model. In the structural model, we will understand the effect of each exogenous latent variable on the endogenous latent variable. In this study, there are nine manifest variables and four latent variables: individual characteristics (X1) measured using three manifest variables, external factors (X2) measured using three manifest variables, motivation (X3) measured using three manifest variables, and youth interest (Y) measured using three manifest variables.

SmartPLS version 4 is a tool specifically designed to estimate structural equations. The structural model diagram in this study is presented in the following figure:

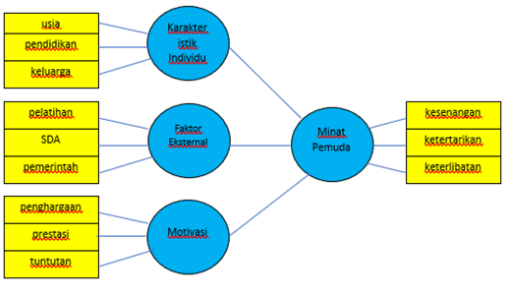

Diagram 3.1 Structural Model

Outer Model Analysis

The analysis of the measurement model (outer model) is conducted to find the relationship between each manifest variable as an indicator or instrument with its latent variable. This analysis consists of three stages: convergent validity, discriminant validity, and reliability.

Convergent Validity

Convergent validity is used to determine the validity of the relationship between indicators and their variables. Convergent validity means a set of indicators that represent a latent variable and form the basis for that latent variable. Individual indicators are considered reliable if their correlation values are above 0.70; however, in developmental research, a loading factor value of 0.50 to 0.60 is still acceptable. The following figure shows that indicators with a correlation value of more than 0.70 are education, training & extension, government support, life demands, and involvement.

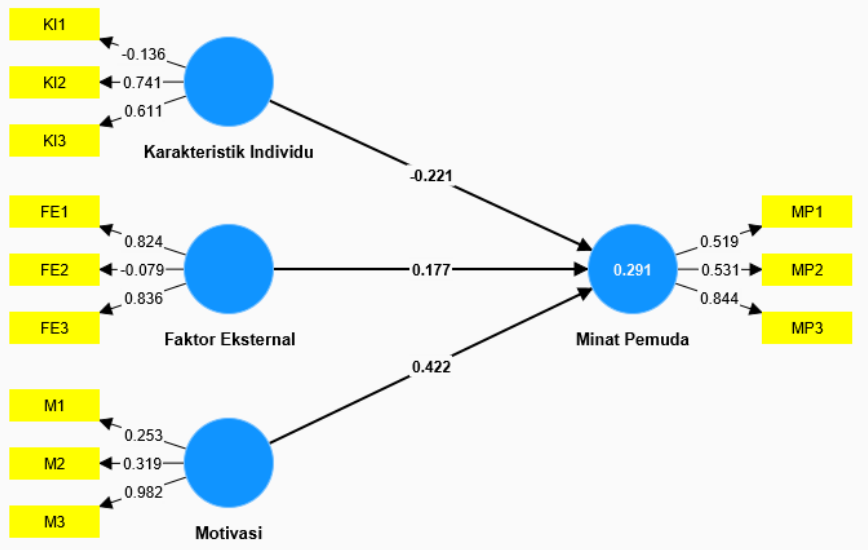

Figure 3.2 Outer Model
Source: Smart PLS Program Output, 2024

The output from the Smart PLS program for the loading factor provides the following results:

Table 3.1 *Outer Loadings*

	FE	KI	M	MP
FE1	0.824			
FE2	-0.079			
FE3	0.836			
KI1		-0.136		
KI2		0.741		
KI3		0.611		
M1			0.253	
M2			0.319	
M3			0.982	
MP1				0.519
MP2				0.531
MP3				0.844

Source: Smart PLS Program Output, 2024

Loading factor is the degree of correlation between the variable (indicator) and its latent construct (factor). In the diagram and table above, indicators FE2, KI1, KI3, M1, M2, MP1, and MP2 have loading factor values < 0.7, which means that these indicators, highlighted in red, are not valid for measuring their constructs. Conversely, variables FE1, FE3, KI2, M3, and MP3 have loading factor values > 0.7, indicating that these indicators, highlighted in green, are valid for measuring their constructs.

Discriminant Validity

The results of the discriminant validity test are observed to determine whether a variable in the structural model is significantly different from other variables. The validity test is conducted to determine how accurately a measurement tool performs its measuring function (Ghozali, 2016). Both the Fornell-Larcker Criterion and Cross Loading will show that each variable is greater than the others (Mohammadi and Mahmoodi, 2019). Thus, it indicates that all variables meet discriminant validity.

Table 3.2 *Fornell Larcker Criterion*

	FE	**KI**	**MP**	**M**
FE	**0.679**			
KI	0.075	**0.560**		
MP	0.324	-0.165	**0.649**	
M	0.390	0.101	0.468	**0.614**

Source: Output Program Smart PLS, 2024

The Fornell-Larcker Criterion shows that the values of the variables on their respective indicators are greater than those of other variables, such as external factors compared to external factors, and so on. The Fornell-Larcker Criterion is understood as a measure that compares the square root of the AVE value with the relationships between latent variables. Thus, the square root value of each construct's AVE must be greater than the correlation values with other constructs.

Table 3.3 *Cross Loading*

	FE	**KI**	**M**	**MP**
FE1	**0.824**	0.028	0.289	0.263
FE2	**-0.079**	-0.033	-0.084	-0.023
FE3	**0.836**	0.098	0.362	0.271
KI1	0.068	**-0.136**	0.132	0.016
KI2	0.128	**0.741**	0.104	-0.121
KI3	-0.027	**0.611**	0.049	-0.103
M1	0.109	0.030	**0.253**	0.056
M2	0.102	0.153	**0.319**	0.089
M3	0.386	0.076	**0.982**	0.479
MP1	0.326	-0.016	0.224	**0.519**
MP2	0.114	-0.221	0.175	**0.531**
MP3	0.209	-0.107	0.449	**0.844**

Source: Smart PLS Program Output, 2024

The metric known as "Cross loading" indicates that the outer loading value of an indicator on its related construct should be higher than its cross-loading value on other constructs. Table 3.3 above shows that the cross-loading values of each indicator on their respective variables are greater than the cross-loading values on other variables. Examining the square root of the average variance extracted (AVE) in

Construct Reliability and Validity can also be used to determine discriminant validity. In AVE, a value is considered very good if it is greater than 0.5.

Table 3.4 ***Construct Reliability and Validity***

	CRONBACH'S ALPHA	COMPOSITE RELIABILITY	AVE
FE	0.148	0.527	0.461
KI	-0.118	-0.127	0.314
MP	0.207	0.963	0.377
M	0.290	0.362	0.421

Source: Smart PLS Program Output, 2024

Construct reliability is a measure of the internal consistency of trained variable indices, indicating the level of trained variables. According to the data in Table 3.4, it shows that the average variance extracted (AVE) of each variable has a value of < 0.50, i.e., the external factor variable 0.461, individual characteristics variable 0.314, youth interest variable 0.377, motivation variable 0.421, thus it can be concluded that each variable has discriminant validity that is not very high.

Inner Model Analysis

The structural model (inner model) analysis is conducted to ensure that the structural model and all its variables are accurate. This analysis can demonstrate cause and effect relationships between variables that cannot be measured directly, known as latent variables. The method used for analyzing the structural model (inner model) can be seen from various indicators, such as:

Coefficient of Determination (R^2)

Evaluation of the inner model or structural model uses PLS-Algorithm and Bootstrapping (Kuntoro et al., 2019). PLS-Algorithm is a standard algorithm used to calculate factors (Sartedt & Cheah, 2019), while Bootstrapping is a calculation used to determine the level of probability. Mohammadi explains that evaluating the PLS coefficient of determination (R^2) is used for hypothesis testing. The coefficient of determination produced by SmartPLS output is a regression-based approach used to determine the linear relationship between two variables, namely exogenous and endogenous variables (Mohammadi and Mahmoodi, 2019).

To determine how much the endogenous factor can explain the exogenous variables together, the coefficient of determination test is used. The higher the R^2 value, the better the predictive model is recommended to be. The coefficient of determination test (R^2) is used to estimate and calculate the amount of combined influence of independent variables on the dependent variable that will be affected. The range for the coefficient of determination is 0 to 1. A value approaching one indicates that almost all the information needed to predict the dependent variable is provided by the independent variables. However, if R^2 is smaller, it indicates that the ability of the independent variables to explain changes in the dependent variable is quite limited (Ghozali, 2016).

Table 3.5 R Square Result

	R-SQUARE	R-SQUARE ADJUSTED
MP	0.291	0.267

Source: Output Program Smart PLS, 2024

Based on Table 3.5 above, the R Square value for the youth interest variable is 0.291. This result indicates that the percentage of youth interest is 29.1%, and the remaining 70.9% is influenced by other factors. The R Square percentage results are grouped into three categories: strong, moderate, and weak (Hair et al., 2011). This percentage shows that the level of youth interest in agriculture in Karangan Village falls into the weak category.

Hypothesis Testing

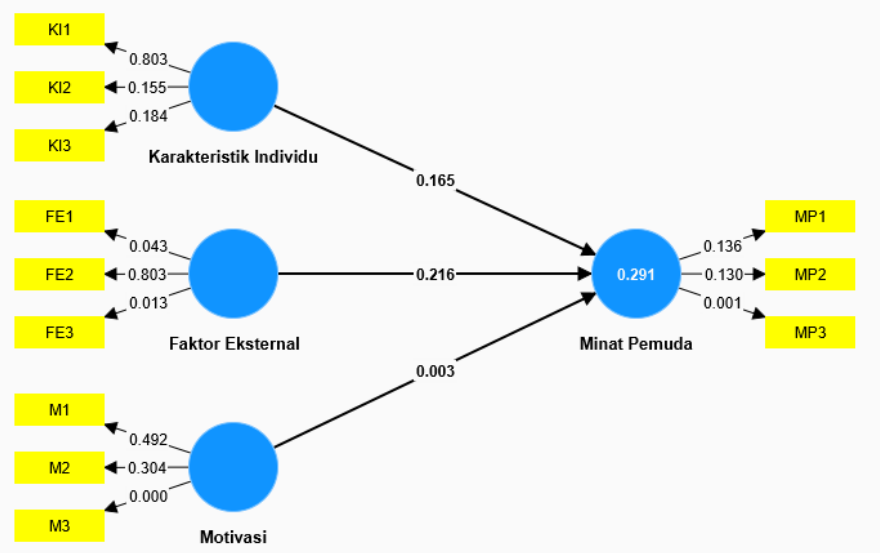

Figure 3.3 *Outer Model* with T-*Statistic* and P-*Value*

Source: Output Program Smart PLS, 2024

Hypothesis testing is a decision-making method based on data analysis. In statistics, a result can be considered statistically significant if it is likely not caused by random factors within a defined probability threshold. Hypothesis testing is sometimes also referred to as validation of data analysis. Decisions on hypothesis testing are almost always based on testing the null hypothesis. This test is designed to answer questions under the assumption that the null hypothesis is true.

Figure 3.3 shows the outer model with T-statistic values, using Bootstrapping with 5000 subsamples at $\alpha = 5\%$. The T-Statistic value is compared with the t-table value to determine whether the endogenous and exogenous variables have a significant effect. According to the outer model, the T-statistic values are compared against the t-table value of 1.697. The T-statistic for the motivation variable shows a significant result for the youth interest variable, with a T-statistic of 3.014, which is greater than 1.697. In contrast, the external factor variable and the individual

characteristics variable have T-statistic values smaller than the t-table value, which are 1.237 and 1.389, respectively.

Table 3.6 Path Coefficients

	OS	SM	SD	T-S	P-V
FE -> MP	0.177	0.251	0.143	1.237	0.216
KI -> MP	-0.221	-0.190	0.159	1.389	0.165
M -> MP	0.422	0.389	0.140	3.014	0.003

Source: Output Program Smart PLS, 2024

Info:
OS: Original Sample
SM: Sample Mean
SD: Standard Deviation
T-S: T-Statistic
P-V: P-Value

Path coefficients are values that indicate the direction of the relationship between variables, whether the hypothesized direction is positive or negative. Path coefficients range between -1 and 1. If the value is between 0 and 1, it is considered positive, while if it is between -1 and 0, it is considered negative.

The P-Value is used to compare whether the value is above or below the significance level of 0.05. Based on the table above, the third hypothesis, which is the influence of motivation on youth interest, is proven to have an effect with a P-Value of 0.003 < 0.05. In contrast, the first and second hypotheses, which are the influence of external factors on youth interest and individual characteristics on youth interest, are proven to have no significant effect, as seen from the external factor variable's P-Value of 0.216 > 0.05 and the individual characteristics variable's P-Value of 0.165 > 0.05.

CONCLUSION

From the research that has been carried out and data analysis that has been carried out as described in the previous chapter, it can be concluded that there is a positive influence on indicators of age, family, availability of natural resources, and involvement in youth interest. And there is a positive and significant influence on the indicators of life demands on youth interest.

From the conclusions that have been described according to the results of the research that has been done, here are some recommendations that may be given by the author: 1. To improve individual characteristics of youth interest in agriculture, it can be seen from the largest *outer loading* result, namely the family. *The background* of the farming family is very influential on the interest of young people to be involved in agriculture. 2. To increase external factors for youth interest in agriculture, it can be seen from the results of *outer loading*, namely the availability of natural resources. Here land ownership is one of the reasons for young people to engage in agriculture. 3. To increase motivation for youth interest in agriculture, it can be seen from the results of *outer loading*, namely the demands of life. That

improvement of the quality of life becomes the main goal of the youth at this time. 4. To increase youth interest in agriculture, it can be seen from the results of *outer loading*, namely involvement. Involvement is the main factor so that youth can be interested in the world of agriculture.

REFERENCES

Anwarudin, O. (2018). Peran Penyuluh Terhadap Penguatan Kelompok Tani dan Regenerasi Petani di kabupaten Bogor Jawa Barat. Journal Tabaro Agriculture Science, 2(1), 113. https://scholar.google.co.id/scholar?q=anwarudin+et+al+2018+regenerasi+petani&hl=id&as_sdt=0&as_vis=1&oi=scholart

Davis, J., Caskie, P., Wallace, M., (2013). How Effective are New Entrant Schemes for Farmesr?. Euro Choices, 12(3), 32-37. https://onlinelibrary.wiley.com/doi/abs/10.1111/1746-692X.12038

Effendy, L., Maryani, A., Azie, A.Y. (2020). Faktor-faktor yang Mempengaruhi Minat Pemuda Pedesaan pada Pertanian di Kecamatan Sindangkasih Ciamis. Jurnal Penyuluhan IPB, 16(02), 277-288. https://polbangtan-bogor.ac.id/responsive_filemanager/source/faktor%20faktor%20ciamis.pdf

Hair, J.F. et al. (2019). When to use and how to report the results of PLS-SEM. European Business Review. 31(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203

Hair, Jr., Joseph F., et al. (2011). Multivariate Data Analysis. Fifth Edition. New Jersey: Prentice Hall, Inc. https://www.drnishikantjha.com/papersCollection/Multivariate%20Data%20Analysis.pdf

Hanafiah, M.H. (2020). Formative Vs. Reflective Measurement Model: Guiledines for Structural Equation Modeling Research. International Journal of Analysis and Applications. 18 (5), 876-889. https://doi.org/10.28924/2291-8639-18-2020-876

Harniati, Anwarudin. O., (2018). The Interest and Action of Young Agriculture Enterpreneur on Agribusiness in Cianjur Regency, West Java. Jurnal Penyuluhan. 14(2), 190. file:///C:/Users/user/Downloads/18913-Article%20Text-71046-1-10-20180918.pdf

Khumairotusyifa, L. et al. (2020). Persepsi Pemuda Desa di Kecamatan Nogosari, Kabupaten Boyolali Terhadap Pekerjaan Sebagai Petani. Jurnal Ilmiah Mahasiswa Agribisnis UNS, 4(1), 260-274. https://www.neliti.com/id/publications/365908/persepsi-pemuda-desa-di-kecamatan-nogosari-kabupaten-boyolali-terhadap-pekerjaan

Kuntoro, A.Y. et al. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Fixpay Menggunakan SEM Dengan PLS. Jurnal Informatika, 6(1), 122-133. https://doi.org/10.31311/ji.v6i1.5527

Mohammadi, F. dan Mahmoodi, F. (2019). Factors Affecting Acceptance and Use of Educational Wikis: Using Technology Acceptance Model (3). Interdisciplinary Journal of Virtual Learning in Medical Science. https://doi.org/10.5812/ijvlms.87484

Nearti, el al. (2023). Komparasi Pendapatan Varietas Unggul Padi di Lahan Demonstration-Farm (Demfarm). Journal of Indonesian Agribusiness, 11(1), 205-219. https://journal.ipb.ac.id/index.php/jagbi/article/view/38546/25754

Santoso, A.W., Effendy, L., Krisnawati, E. (2020). Percepatan Regenerasi Petani Pada Komunikasi Usahatani Sayuran di Kecamatan Semarang Kabupaten Garut Provinsi Jawa Barat. Jurnal Inovasi Penelitian, 1(3), 325-336. https://stp-mataram.e-journal.id/JIP/article/view/59

Sartedt, M., & Cheah, J.H. (2019). Partial Least Square Structural Equation Modeling Using SmartPLS: a software review. Journal of Marketing Analytics, 7(3), 196-202. https://doi.org/10.1057/s41270-019-00058-3

Syam, et al. (2023). Keragaan Kelembagaan Pasar Lelang Dalam Pemasaran Produk Pertanian. Journal of Indonesian Agribusiness, 11(1), 122-135. https://journal.ipb.ac.id/index.php/jagbi/article/view/30237/25790

Ghozali. 2016. Aplikasi Analisis Multivariete Dengan Program IBM SPSS. Semarang: Badan Penerbit Universitas Diponegoro

Suryobroto, B. 1988. Dasar-dasar Psikologi untuk Pendidikan di Sekolah. Institut Agama Islam Negeri Jember: Prima Karya.

Winkel, W.S. 1983. Psikologi Pengajaran. Jakarta: PT. Gramedia Widia sarana Indonesia.

[BPS] Badan Pusat Statistik. 2018. Data Survei Antar Sensus (Sutas) Pertanian. Bojonegoro.