

Entrepreneurship intention in agricultural sector of young generation in Indonesia

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Abstract

Purpose – This paper aims to discuss Indonesia as a country having a young generation resource crisis in agricultural sectors, and this crisis contributes more than 32.9 per cent higher unemployment than other sectors. Therefore, creative youths are needed to build the sector through entrepreneurship activities.

Design/methodology/approach – The low condition of youth entrepreneurship intention in agricultural sectors leading the Agriculture Ministry of Indonesia launches an Agricultural Young Entrepreneurship Growing Program 2016 (Program Penumbuhan Wirausaha Muda Pertanian, PWMP 2016). Intention in growing phase is critical to avoid the program failure.

Findings – This research was aimed to analyze entrepreneurship characteristics and factors affecting the intentions. The research was conducted in three cities, Bogor, Lampung and Bandung, with 189 respondents who accepted business support from the PWMP in 2016. The accumulated data were then analyzed using descriptive analysis and structural equation model. Respondents have highly average trends on behavior belief, normative belief, motivation to comply, control belief, control belief power and intention. While, only the evaluation of the consequence to give the medium trend is about 50.26 per cent.

Originality/value – Factor affects to the entrepreneurship intention in agricultural sectors is a subjective norm or external factor, and both the attitude toward behavior and perceived behavioral control factors do not affect entrepreneurship intention in the agricultural sector.

Keywords Entrepreneurship, Intention, Agriculture, SEM

Paper type Research paper

1. Introduction

Indonesia is a country that has a high unemployment of about 7.24 million of its population and is increasing by 90 thousand compared to the previous year (BPS, 2014). This phenomenon is dominated by youth unemployment which is increasing by years. The unemployment is prominently dominated by labor force in rural areas with averaged growth of about 9.8 per cent (Sakernas, 2012-2014). Moreover, rural areas of Indonesia are



mostly dominated by agricultural sector that has an employment level of about 32.9 per cent (BPS, 2016). The sector contributes higher idleness number in Indonesia than other sectors. This higher contribution indicates that agricultural employments are not able to accommodate those amount workforces or moving to other sectors. Youth interest in agricultural sector is decreasing year by year. Furthermore, 35 per cent of those who are working on agricultural sector have a low productivity, and most of them are small-scale farmers and elderly.

The low contribution young generation phenomenon in agricultural sector above is also correlated positively on decreasing national income on the sector. Hence, creative youths are required to develop the sector through entrepreneurship activities. Entrepreneurs are people who are action oriented, having high motivation and daring to take risks and future motivation (Pambudy *et al.*, 2005).

As an agrarian country with tremendous natural resources, agricultural sector of Indonesia is a very potential business area to be developed by youths. Developing agricultural entrepreneurship is needed to drive human resource productivity of the sector. According to Central Bureau of Statistics/BPS (2014), business actors in agricultural commodity are only about 44.20 million people (0.17 per cent) of the Indonesian population. The low number of entrepreneurs is indicated as a gap between human resources and education problems in farmer's level. Colleges play an important role in creating young agricultural entrepreneurs which is a crucial issue in this country. The colleges are responsible on increasing growth of graduated scholar to be unemployment about 14.5 per cent in period 2012-2015. There is low intention of those scholars for being entrepreneurs in agriculture due to financial factors which needs huge financial capital (Boateng *et al.*, 2014; Pande, 2015). Even people from agricultural background are more interested to do business in non-agricultural sector (Parcel, 2003).

The low intention of youth entrepreneurs on agricultural sector induced Agricultural Ministry of Indonesia for launching an Agricultural Young Entrepreneurship Growing Program 2016 [Program Penumbuhan Wirausaha Muda Pertanian (PWMP) 2016]. This program is launched with an aim to answer the graduated campus unemployment and lack of human resources in the sector. Most of these programs are targeted to agricultural graduates by distributing capital assistance as long as 3 years to those graduates so they able to overcome the lack of financial capital. The needed initial evaluation of the program is intended to presume how successful the program is in the first year to increase entrepreneurship intention. Intention is a high fellow feeling to carry out entrepreneurship activities in agricultural sector. This intention is closely related to attitude toward the behavior, subjective norm and perceived behavior control. The importance to know intention on the first-year program is to avoid program failures.

This paper reveals Indonesian reseachers' level of understanding on youth entrepreneurial issues. First, this paper aims to analyze young entrepreneurs' characteristics. Second, this paper proposes to analyze some factors affecting entrepreneurs' intention on agricultural sector. Discussion is presented in the third section, while recommendations are in the last section.

2. Review of literatures

Entrepreneur intention is identical with individual competency that refers to a willingness to conduct a certain behavior. Intentions of youth entrepreneurship in China agricultural sector is influenced by the attitude factor. The intention basically is an acceptance on a representative relationship, like has been explained in the theory of planned behavior (TBP), between cognitive and conative behavior of readiness of individuals to perform certain act.

It plays as a determinant and disposition of behavior, until the individual has proper opportunity and time to display the act in a real situation (Fisben and Ajzen in Yuliana, 2004).

In the TBP proposed by Ajzen (1991), intention is assumed as a portrait of motivation factor which affects an act. This indicates how hard a person tries to formulate his/her behavior. As of, intention highly correlated with behave (Figure 1). According to the theory above, it is influenced by some factors such as attitude toward the behavior, subjective norm and perceived behavioral control.

- *Attitude toward the behavior* refers to how far an individual assess something favorable and unfavorable.
- *Subjectif norm* is a social pressure that is experienced to do an act or behave.
- *Perceived behavioral control* is a perceiving easiness or trouble that is formed from assuming based on past experience and anticipating obstacles and barriers.

TBP can be used as the basis for the analysis of entrepreneurial intentions. A study by Sommer (2011) prove that the TBP can be used to analyze the intention of entrepreneurship and its impact on past behavior. Van Gelderen *et al.* (2008) suggested that to investigate in detail about the intentions of entrepreneurs, TPB is required where the intention is regarded as a result of the attitudes, perceived behavior control and subjectif norms. According to Zampetakis *et al.* (2013) and Devi (2015), this variable attitude toward the behavior is an influential variable in a young entrepreneur's intention in agricultural sector. The same way with Saheed and Kavooos (2016) suggested that youth entrepreneurship in Africa has a positive attitude that is active and ready to take risks and standalone. Similarly, Ahmad (2014) suggested that attitude is the strongest factor affecting the intention of entrepreneurship among students from Nigeria at Utara Malaysia University. Intentions of youth entrepreneurship in Chinai agricultural sector is influenced by the attitude factor (Devi, 2015).

Second factor is proven by Shiri *et al.* (2012) who express that subjective norm has significantly affected young student entrepreneurs that have an educational background in

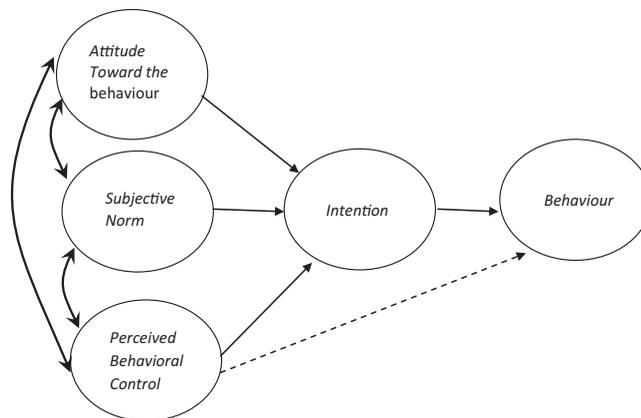


Figure 1.
Theory of planned
behavior

Source: Ajzen (1991)

agriculture; perceived behavioral control factor is being a factor influencing young entrepreneur's intention. A similar study conducted in Indonesia by [Arisandi \(2016\)](#) suggested that entrepreneurial intentions Bogor agricultural University (IPB) Graduate students in the agricultural sector are influenced by subjective norm factors. However, other factors are attitude toward the behavior and behavior control perceive no effect on entrepreneurial intentions IPB graduate students in the agricultural sector. Entrepreneurial intention was positively correlated with extraversion, openness and support of people nearby who are part of the subjective norm factor ([Ismail et al., 2009](#)). Contrary to [Robledo et al.'s \(2015\)](#) research, perceived behavior control and attitudes affect entrepreneurial intentions, while subjective norm does not affect entrepreneurial intentions. In addition, the findings indicate that the moderating effect of gender has a positive effect for women to development entrepreneurial intentions ([Yeasmin and Latif, 2015](#)).

The study of [Wijerathna \(2015\)](#) in agriculture faculty of Srilangka State University proved that subjective norms and attitudes are the greatest factors that influence entrepreneurial intentions agricultural students in Sri Lanka. Contrasted with [Nabila and Haryani \(2015\)](#) research that entrepreneurial intentions of students in Malaysia is formed by the control behavior and support relationships of an entrepreneur. These findings indicate that not all factors affect youth entrepreneurial intention. However, the third factor in TPB allowed to jointly affect youth entrepreneurial intentions. In Public Malaysia University, the third factor (attitude, subjective norm, perceived behavioral control) affects entrepreneurial intentions with the strongest factors of subjective norms and attitudes ([Soon et al., 2016](#)). This is in line with [Masoomi et al.'s \(2016\)](#) research that proves that subjective norms, perceived behavior control and attitude are highly correlated with entrepreneurial intentions of students in agriculture at the University of Shiraz, Iran. Likewise, the students from Nigeria, on [Muhammad et al.'s \(2015\)](#) study, found that attitude, subjectif norm and control behavior power all together influence the entrepreneurial intention of Nigerian students.

A comparison study with different country (Indonesia, Japan, Norwegia) by [Indrianti \(2008\)](#) shows that entrepreneur's intention among students and the affecting factors are different among those countries. Educational background to be a main factor influences entrepreneurial intention of among those students. The correlation analysis indicated that youth entrepreneurial intentions are positively correlated to their personality traits (risk taking propensity, innovativeness and tolerance of ambiguity), and social learning (knowledge and experience and family upbringing) ([Tateh et al., 2014](#)). Entrepreneurship education program has affected student behavior control and anticipation of positive and negative impacts ([Zampetakis et al., 2014](#)). This research shows that educational background in agriculture is highly affecting entrepreneurship intention in agricultural aspect. [Movahedi et al. \(2013\)](#) show a motive of a bachelor candidate to work in agricultural sector. Hence, this entrepreneurial intention tends to be prominently dominated by agriculture graduates. Respondents with agriculture background are more likely to become agri-entrepreneurs compared to the ones with social science backgrounds. ([Mohamed et al., 2012](#)). Results of the analysis found students' perception regarding the prospects of agribusiness enterprises in Ghana to have a statistical significant influence at both 1 and 5 per cent levels of significance on students' intention to take up agribusiness as a future self-employment avenue ([Zakaria et al., 2014](#)). However, it is contrasted with research conducted by [Aziz and Naem \(2013\)](#) on youth interests on agricultural entrepreneurship in Malaysia, which shows that knowledge and education background are not significantly affecting those youths to be entrepreneurs.

Agricultural sector is less favorable for young people. [Utsugi \(2012\)](#) in his research in organic agricultural area of Brattleboro states that there are not many young people in

Brattleboro wishing to choose organic agriculture as their carrier of work. Research result expresses that those people consider to work in organic agriculture especially as financial factors. They also need to determine that organic agriculture is able to make a decent living or not. It is no more different with researches conducted by Boateng *et al.* (2014) and Pande (2015) which state that youths perceive lack of capitals, skills, supports, market opportunities and risks to be main obstacles for intending entrepreneurs. Financial condition tends neither capital lack nor business return causing hampered entrepreneurship of the youths (Ahmed *et al.*, 2010; Azwar, 2013; Herawati and Sambharakreshna, 2015). Agricultural sector assessed has high risk so that investment and return are being a sensitive issue recently. Many young agricultural graduates tend to do business in other sectors (Parcel, 2013). This condition attains to become a research reference where agriculture is less interested because of financial problems. Financial support to some PWMP participants should be a respond for youth entrepreneurial crisis in agricultural sector which is later parallel with entrepreneur's intention of agriculture.

3. Hypothesis and conceptual modes

Hypothesis in this research was based by previous research and the constructed TPB. The based TPB hypothesis more refers to affecting factors young entrepreneur's intention on agricultural sector. The TPB in this context, intention is influenced by some factors such as *attitude toward the behavior*, *subjectif norm*, and *perceived behavioral control*.

H1. The *attitude toward the behavior* factor influences positively entrepreneur's intention of PWMP participants.

The *attitude toward the behavior* refers to how far an individual assesses something that favorable and unfavorable. This factor is a crucial for an entrepreneur. Zampetakis *et al.* (2013) and Devi (2015) found that attitude factor on the behavior is a variable that highly affects entrepreneur's intention of youth in agricultural sector. In their measurements, there are some indicators of the attitude. The *attitude toward the behavior* factor has some indicators such as appreciation, creativeness, risk taking, tolerance, independence, proactive-innovativeness, focus and self-confidence, time appreciation, hardworking, integrity, toughness, autonomy, leadership, spiritualism, knowing, achieving targets, mental toughness, future orientation, flexibility and diligence (Mohavedi *et al.*, 2013; Arisandi, 2016; Ulfa and Maftakhatusolikhah, 2015).

It is contracted to the research conducted by Azwar (2013) found that indicators of the *attitude toward the behavior* are autonomy/authority, economic challenge, self-actualization, filling trusted, safety, work load, avoiding responsibility and social carrier. In this study, an element of the *attitude toward the behavior* variable is to seek a work with challenges and high economic values (economic opportunity). While indicator of the *attitude toward the behavior* is stated by Adetayo (2006) more towards to socio-economic factors such as experience, education and motivation:

H2. Factor of *subjective norm* affects positively on entrepreneur's intention of PWMP participants.

This factor is social pressure that is sensed to do an act or not. In the research conducted by Shiri *et al.* (2012), *subjective norm* has significant influence on entrepreneur's intention of students who has agricultural education background. In latent variables, construction stating that belief toward normative referent of hope and motivating on normative hope are keys for forming indicators. While research was carried out by Arisandi (2016) added that indicator in belief toward normative referent of hope constitutes of believing on

organization, parents, family, teacher/lecturer and friends expectations. Latent variable of motivation to be obeying on normative referent of hope has motivation on the above expectations:

H3. Factor of *perceived behavioral control* predisposes positively on entrepreneur's intention of PWMP participants.

Perceived behavioral control is easiness or that can be perceived or formed difficulty of behavior which is assumed referring on past experiences and anticipating obstacles. In forming these latent variables, it was stated that belief on easiness level of behavior and a control power on easiness level are main keys for framing indicators. Research conducted by Arisandi (2016) states that indicators in belief on easiness level of behavior consists of easy/difficult belief on accessing to financial institution, overcoming fatigue and boring, resolve entrepreneurship complexities and fulfilling agreements. While, control power latent variable on easiness level has indicators as same as previously mentioned above.

4. Methods

4.1 Research design

This research was conducted on three cities, Bogor, Lampung and Bandung by delivering online questionnaires and direct interview to PWMP participants. Determining research locations was carried out by purposive sampling to consider distributing participants about 59 per cent of all PWMP participants. Data were collected from August to September 2016 with qualitative technique. Primary and secondary data were gathered based on research needs. Primary data were taken directly both through questioners and interviews about PWMP program, and secondary data were compiled from related institutions such as Central Bureau of Statistics Republic of Indonesia (Badan Pusat Statistik, BPS), local labor offices, PWMP data and Ministry of Agriculture. Total respondents were 198 who are bachelors of agriculture and receiving financial support for the PWMP program in 2016 at those locations. Those gathered data are then analyzed using descriptive analysis and structural equation model (SEM) (Figure 2) (Table I and Table II).

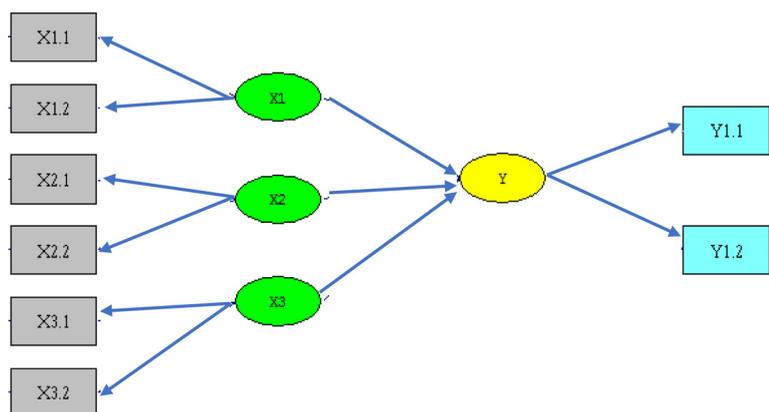


Figure 2. SEM model

Latent variables	Manifested variable	Questions
X1. Attitude toward the behavior	X1.1 Behavior beliefs	Z1 Consequence belief on appreciating time
		Z2 Consequence belief on bearing to take risks
Z3 Consequence belief on integrity		
Z4 Consequence belief on confidence		
Z5 Consequence belief on creativeness		
Z6 Consequence belief on innovativeness		
Z7 Consequence belief on autonomy		
Z8 Consequence belief on leadership		
Z9 Consequence belief on diligence		
Z10 Consequence belief on discipline		
	X1.2 Evaluation of that consequences	Z11 Evaluating consequence of appreciating time
		Z12 Evaluating consequence of bearing to take risks
		Z13 Evaluating consequence of integrity
		Z14 Evaluating consequence of confidence
		Z15 Evaluating consequence of creativeness
		Z16 Evaluating consequence of innovativeness
		Z17 Evaluating consequence of autonomy
		Z18 Evaluating consequence of leadership
		Z19 Evaluating consequence of diligence
		Z20 Evaluating consequence of discipline
X2. Subjective norm	X2.1 Normative beliefs	Z21 Belief on organization's expectation
		Z22 Belief on parents' hope
		Z23 Belief on family's expectation
		Z24 Belief on teacher/lecturer's expectation
		Z25 Belief on friend's expectation
	X2.2 Motivation to comply	Z26 Motivation to comply on organization's expectation
		Z27 Motivation to comply on parents' hope
		Z28 Motivation to comply on family's expectation
		Z29 Motivation to comply on teacher/lecturer's expectation
		Z30 Motivation to comply on friend's expectation
X3. Perceived behavioral control	X3.1 Control belief	Z31 Easy/difficult belief on accessing financial institution
		Z32 Easy/difficult belief in overcoming tired/boring
		Z33 Easy/difficult belief in surmounting entrepreneurship difficulty
		Z34 Easy/difficult belief in satisfying agreements
	X3.2 Control belief power	Z35 Control power on accessing financial institution
		Z36 Control power on overcoming tired and boring
		Z37 Control power on surmounting entrepreneurship difficulty
		Z38 Control power on satisfying agreements
Y. Intention		Y39 High intention of entrepreneurship
		Y40 High intention of entrepreneurship in agricultural sector

Table I.
Explanation for the SEM model

5. Results and discussion

5.1 General overview of respondents

5.1.1 *Age, ethnic and gender.* Youth is a group of people with productive age between 15 and 35 years. In this research, respondents are in aged ranged from 19 to 35 years. The respondents aged 23 years have higher proportion among others.

Ethnic group of respondents are varied such as Melayu, Batak, Minang, Sundanese, Javanese, Betawi, Chinese and Bugis. Most respondents are Sundanese and Javanese about 43.9 and 32.8 per cent, respectively. This condition indicates that Sundanese respondents are dominant in research location mostly in West Java. Javanese also is

Table II.
Operational definition

Variable	Operational definition
Attitude toward the behavior	How far individual assesses something can be profitable
Behavior beliefs	One's perceived beliefs on behavior, and it will push to be an attitude
Evaluation of that consequences	Individual's positive of negative evaluation on certain behavior based on his/her beliefs
Subjectif norm	Perceived close social pressure for doing an act or not
Normative beliefs	Perceptive representation of important people on one's and affects how his/her behavior should be
Motivation to comply	One should show his/her certain behavior and motivation for obeying to referenced hopes/expectations
Perceived behavioral control	Formed easiness or difficulty of behavior that is assumed based on past experiences and anticipating obstacles
Control belief	Belief on opportunity and resources that are owned by an individual to conduct a behavior
Control belief power	Power or capability that is owned by one to control perceived factors for facilitating or obstructing a behavior
Intention	A sense on something or business activity in agricultural sector among fields such as upstream, on-farm, downstream, and supporting fields

considered dominantly after the Sunda. This is due to Javanese mostly live either in Lampung or West Java.

Gender of respondents is constructed by the following proportion: 66.1 per cent for male and 33.9 per cent for female (Table III). This condition exhibits that man has high interest to follow PWMP program than woman.

5.1.2 *Marital status.* Married respondent has a low proportion about 14.3 per cent, and the single respondent has a high proportion about 83.7 per cent (Table IV). This situation indicates that the single respondent is more dominant than the married one. Other reason is that the young people do not have orientation to marriage yet before owning established life.

5.2 Descriptive analysis

A descriptive analysis is a technique used for describing sample characteristics. Characteristics of the research are able to be reflected by such variables X1.1, X1.2, X2.1,

<i>Age (year)</i>																	
	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
Total (people)	1	0	10	34	49	24	21	14	12	6	5	2	0	0	4	2	3
(%)	0.5	0.0	5.3	18.0	25.9	12.7	11.1	7.4	3.2	2.6	2.6	1.1	0.0	0.0	2.1	1.1	1.6
<i>Ethnic</i>																	
	Melayu	Batak	Minang	Sundanese	Javanese	Betawi	Chines										
Total (people)	16	15	3	83	62	3	3										
(%)	8.5	7.9	1.6	43.9	32.8	1.6	1.6										
<i>Gender</i>																	
	Woman						Man										
Total (people)	64						125										
(%)	33.9						66.1										

Table III.
Age, ethnic and gender of respondents

X2.2, X3.1, X3.2 dan Y[0].1, Y.2. The used techniques in descriptive statistics are percentage, average and deviation standard (Table V).

Analysis of the result descriptively shows that most respondents have high significant average on *behavior beliefs, normative beliefs, motivation to comply, control belief, control belief power* and *intension*. These evidence that:

- respondents surely believe that such entrepreneur’s behaviors, such as appreciating time, taking risks, integrity, self-confidence, innovative, autonomy, leadership, diligent and discipline, have to be owned by an agricultural entrepreneur;
- respondents are very confident that expectation coming from parent, family, friends and supervisor are verily motivated to conduct business;
- respondents express that entrepreneurship motivation based on the expectation coming from parent, family, friend and supervisor;
- respondents are sure that getting easy to, having access for financial institutions, overcoming tired condition, subduing entrepreneurship difficulty easily and fulfilling agreements increase intention in entrepreneur activities;
- respondents have an ability to access financial institution, overcome tired, subdue business’s difficulty and meet agreement (negotiation); and
- respondents of PWMP have a high entrepreneur’s intention on agricultural sector.

Furthermore, there is only the *evaluation of that consequences* which gives medium tendency about 50.26 per cent. This is pointed that respondents do not maximize yet to adjust entrepreneur’s behavior such as appreciating time, taking risks, having integrity, self-confidence, creative, innovative, autonomy, leadership, diligent and discipline.

5.3 Structural analysis of equation model

5.3.1 Overall model fit. Based on the table above, overall model result criteria which fulfill the requirement for *goodness of fit* means that the resulted model is good fit. The root mean

Table IV.
Marital status of
respondents

Marital status	Total (People)	(%)
Married	27	14.3
Single	162	85.7
Total	189	100.0

Table V.
Descriptive data

Variable	Mean	SD	% inclination		
			High	Medium	Low
X1.1	43,80423	4,393998	90.48	8.99	0.53
X1.2	39,67196	5,032692	43.92	50.26	5.82
X2.1	21,95238	2,674318	86.77	12.70	0.53
X2.2	21,56085	2,735261	81.48	17.99	0.53
X3.1	18,14815	2,113598	92.59	6.88	0.53
X3.2	14,51852	2,838925	50	47	3
Y	9,296296	1,160996	94	5	1

square error of approximation (RMSEA) criteria results in ranged values of $0.055 \leq 0.08$ meaning that the resulted model is good fit (Table VI). The use of other *goodness of fit* criteria such as goodness of fit (GFI), comparative fit index (CFI), normed fit index (NFI), non-normed fit index (NNFI), incremental fit index (IFI) and relative fit index (RFI), results value >0.90 means the resulted model is good fit. So does another criterion of root mean square residual (RMR) resulting value about ≤ 0.1 which means the resulted model is good fitted. Because of all criteria infer the model is *good of fit*, testing the hypothetic theory can be done. This represents that resulted questionnaire data are able to answer the built theory.

5.3.2. *Measurement model fit.* Model fit theory of measurement was conducted based on validating indicator variables on its latent variables. An indicator variable is able be told valid when it has standardized loading factor more than its tolerated loading factors about ≥ 0.50 (Igarbia *et al.*, 1997). Figure 3 shows that loading factors is higher than 0.5 pointing that all variables have met valid requirement.

5.3.3 *Analysis of factors affecting intention.* According to the resulting analysis of SEM, it is gained that path coefficients for X1, X2 and X3 are -0.39 , 0.58 and 0.22 , respectively. While, the resulted *t-value* for each X1, X2 and X3 are 1.32 , 2.28 and 0.62 , respectively (Figure 4) (Table VII).

Goodness of fit	Cut-off-value	Result	Annotation
RMR	≤ 0.05 atau ≤ 0.1	0.046	Good fit
RMSEA	≤ 0.08	0.055	Good fit
GFI	≥ 0.90	0.94	Good fit
CFI	≥ 0.90	0.96	Good fit
NFI	≥ 0.90	0.98	Good fit
NNFI	≥ 0.90	0.99	Good fit
IFI	≥ 0.90	0.99	Good fit
RFI	≥ 0.90	0.97	Good fit

Table VI. Measurement model fit indices

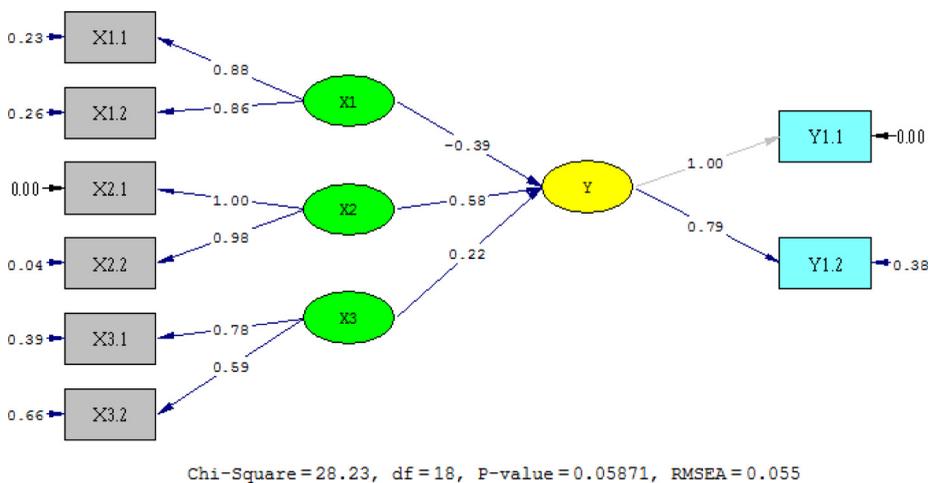


Figure 3. Standardized loading factor diagram

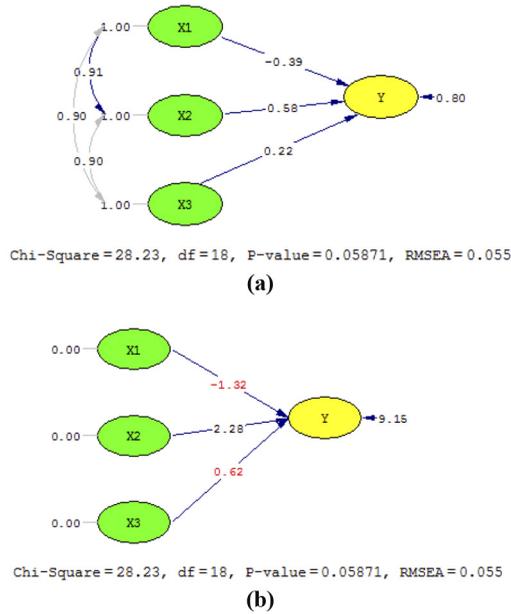


Figure 4.
Structural model fit

Notes: Keterangan: (a) Path coefficient diagram; (b) *t*-value diagram

Table VII.
Structural resulted model

Relationship among variables	Path coefficients	<i>t</i> -value	Conclusion
X1 → Y	-0.39	1.32	Insignificant
X2 → Y	0.58	2.28	Significant
X3 → Y	0.22	0.62	Insignificant

The resulted SEM data processing on *attitude toward to behavior* factors shows the result is insignificant meaning that *H0* is accepted and *H1* is refused. This infers that the *attitude toward the behavior* factor has no effect on youth entrepreneur's intention in agricultural sector. Entrepreneurship attitude cannot determine how big intentions for entrepreneurs in agricultural sector. Hence, the created entrepreneur's behavior is not based by *attitude toward the behavior*. In line with a research conducted by [Arisandi \(2016\)](#) expressing that *attitude toward the behavior* does not give any positive influence on entrepreneur's intention in agribusiness sector.

The *subjective form* shows a significant result on young entrepreneur's intention in agricultural sector meaning that *H0* is refused and *H2* is accepted. This factor shows how far social pressure from some sides can increase entrepreneur's intention. Supports coming from parent, family, friends, consultants and business team affect the high intention's value. This condition is called as external factors of respondents, and it collaborates positively with entrepreneur's intention. Confirming research conducted by [Shiri et al. \(2012\)](#), it is expressed that someone who has agricultural education background is highly influenced by the *subjective norm*.

The *perceived behavioral control* is an easiness or difficulty are perceived sense that is built from behavior assuming based on past experiences and anticipating obstacles. The research result shows that the *perceived behavioral control* is not significant, where *H3* is rejected by 5 per cent of confidence. Moreover, the *perceived behavioral control* has no influence on entrepreneur's intention in agricultural sector. Without any behavior controls, respondents surely believe that entrepreneurship's intention can be appeared from their self. This refers to [Arisandi \(2016\)](#) which expresses that the *perceived behavioral control* has no influence on entrepreneur's intention in agribusiness sector.

6. Conclusion and recommendation

Most respondents have high averaged tends descriptively on *behavior beliefs, normative beliefs, motivation to comply, control belief, control belief power* and *intension*. Only the *evaluation of that consequences* gives a medium tend of about 50.26 per cent. Factor affecting entrepreneur's intention in agricultural sector is *subjective norm* or external factor. Nevertheless, the *attitude toward the behavior* and *perceived behavioral control* have no effect on entrepreneur's intention of the sector.

Recommendation of this research is formulated based on likely causes of high entrepreneur's intention in agricultural sector. Main target of entrepreneur's intention growth is external factor of the young. Hence, the role of business team, family, parent, friend and business consultant (supervisor) are crucial to determine the intention. Further, the government runs the PWMP program which should pay attention on those excellent factors that there is a strengthening on facilitating external factor for growing more youth entrepreneur's intention in agricultural sector. There are three development planning of external factor for young entrepreneurs through PWMP program as describing below.

- Shaping and directing young entrepreneurs of PWMP program in team work system. Supporting from the team work can strengthen intention's growth. Furthermore, introducing some activities that nourish the togetherness either in the team work or among teams are important to bridge communication of PWMP participants closely.
- Conducting socialization toward parent and community about the importance of growing entrepreneurship in agricultural sector to recover the nation.
- Escalating workshops for consultants and controlling on consultants to give supports for the program participants. There is a need for an incentive enhancement for business consultants due to their work hours getting higher in line with the increasing of entrepreneurship's intention in agricultural sector.

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