

Investigating the Factors and Behaviors Influencing Entrepreneurial Intention in Agricultural Sectors among Indonesian Millennials

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Abstract

Technological advances bring such rapid development, so the latest innovations and breakthroughs are needed. Therefore, it takes a young generation who is able to bring fast and modern breakthroughs so that they are able to see opportunities through entrepreneurship in the agricultural sector. This study aims to analyze behaviors and factors that can influence the younger generation to become entrepreneurs in the agricultural sector. The study was conducted in several provinces in five provinces in Java Island Indonesia, with 153 respondents. The data that has been analyzed using the Partial Least Square - Structural Equation Model (PLS-SEM). From this study, it can be concluded that several factors, namely attitude towards behavior, subjective norm, Perceived Behavioral Control towards Intention has positive affect on the intention of the millennials generation to become entrepreneurs in the agricultural sector.

Keyword: behaviour, agripreneurial intention, subjective norm, PLS-SEM