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EXPLORING MUHAMMADIYAH YOUTH INTEREST IN AGRIPRENEURSHIP TRANSFORMATION IN SIDENRENG RAPPANG REGENCY: INSIGHTS FROM THE THEORY OF PLANNED BEHAVIOR

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ABSTRACT

Muhammadiyah youth have an excellent opportunity to be involved transforming of young agropreneurs in the agricultural sector by utilizing land assets. The purpose of this study is to explore the interest of Muhammadiyah youth in transforming into young agropreneurs in Sidenreng Rappang Regency using the Theory of Planned Behavior to analyze the influence of attitudes, subjective norms, and perceived behavioral control on intentions and behavior. Research methods include purposive sampling, observation, interviews, and Structural Equation Model (SEM) analysis with 100 respondents. The

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results showed that attitude directly and significantly influences behavior, while subjective norms and perceived behavioral control influence behavior through intention. The findings suggest that increasing positive attitudes and strengthening subjective norms are essential for forming solid intentions, increasing participation in agropreneurship. This research provides important insights for designing training programs and policies that support Muhammadiyah's youth interest in the agricultural sector, which impacts the economic productivity and welfare of Muhammadiyah cadres in Sidenreng Rappang District.

Keywords: *muhammadiyah youth, theory of planned behavior, sidenreng rappang, young agropreneur*

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INTRODUCTION

Muhammadiyah youth are crucial in building a society based on Islamic values in Sidenreng Rappang Regency. The great potential of Muhammadiyah youth, especially in the agribusiness sector, can be a driving force for regional development. Sidenreng Rappang Regency, known as an agricultural center, shows a significant opportunity to develop Muhammadiyah youth as young agropreneurs who contribute to regional economic progress. The Muhammadiyah Association, as an institution that uses land assets and waqf land as a medium for da'wah, is responsible for managing and optimizing these assets (Fetrimen, 2016). Waqf, besides having worship value, also has socio-economic value (Nur et al., 2023). The data collection of land assets by the Waqf and Estate Council of the Muhammadiyah Association is a concrete step in managing assets effectively, with a focus on developing the value of economic productivity and the welfare of Muhammadiyah cadres (Rappe, 2019). Although efforts to collect asset data have been made, the reality in the field shows that the condition of the land owned by the Muhammadiyah Board of Sidenreng Rappang Regency has not been optimized because there is no precise orientation towards empowering productive land assets (Asra et al., 2022).

Muhammadiyah youth have an excellent opportunity to be involved in transforming young agropreneurs in the agricultural sector by utilizing land assets. There needs to be a movement that can foster the intention of the younger generation to participate in the agricultural sector (Octaviana et al., 2022). The role of productive waqf of Muhammadiyah youth has an impact on welfare, especially from agricultural land management (Bahri, 2016). In addition, creative innovations in developing productive waqf, both in the form of business entities

and business cooperation models carried out by Muhammadiyah youth, have made a significant contribution to creating new jobs and investment (Hakim & Sarif, 2021). The transformation of young agropreneurs in Sidenreng Rappang Regency needs to be realized as one of the solutions to optimize the potential of Muhammadiyah youth through agribusiness activities that provide economic opportunities and positive contributions to regional development. The participation of the younger generation in agriculture is essential to address food security issues, aging farmers, and the digital revolution in the agriculture and food sector (Szabo et al., 2021). However, the interest of Muhammadiyah youth to be involved in the agricultural sector is still relatively low. The low interest of the younger generation in engaging in the agricultural sector is due to the sector's image, which is considered less prestigious, has high risks, and adequate income continuity (Zapico et al., 2019). In addition, farmers are still seen as an unpromising profession because they always lose money and are far from welfare, so the agricultural sector is not the choice of young people to work (Nyathi et al., 2022).

Applying the Theory of Planned Behavior (TPB) model is considered a relevant and practical approach to exploring the interest of Muhammadiyah youth in the transformation of young agropreneurs. The Theory of Planned Behavior (TPB) is a conceptual framework that aims to explain the central factor of behavior that is influenced by individual intentions (behavior intention) towards that behavior (Ajzen, 1991). Attitude, subjective norms, and perceived behavior control influence the intention to behave. Attitude includes an individual's view of the outcome of a particular behavior. Attitude positively impacts intention (Kim-Soon et al., 2016). In this case, it is essential to understand how Muhammadiyah youth assess perceptions of young agropreneurs as a career choice in the agricultural sector. Subjective norms involve the influence of significant people around the individual, such as family, friends, and society. Subjective norms significantly and positively influence behavioral intention (Nam et al., 2017). In this context, how family views, peer support, and community views towards young agropreneurs can be essential factors in shaping the subjective norms of Muhammadiyah youth. Behavioral control includes individual perceptions of their ability to perform certain behaviors. Perceived behavioral control positively and significantly affects behavioral intention (Tucker et al., 2020). In this case, it is important to understand the obstacles and constraints that Muhammadiyah youth may face in transforming young agropreneurs.

The application of the Theory Of Planned Behavior (TPB) model in exploring the interest of Muhammadiyah youth to transform into young agropreneurs in Sidenreng Rappang Regency is very relevant to understanding and identifying factors that influence attitudes, norms, and behavioral control to design education and training programs that are by the needs and expectations

of Muhammadiyah youth. Through the transformation of young agropreneurs, it is expected that Muhammadiyah youth can positively contribute to managing assets effectively, focusing on developing the value of economic productivity and the welfare of Muhammadiyah cadres. Therefore, this research is expected to provide in-depth insight into the factors that influence the interest of Muhammadiyah youth in developing themselves as young agropreneurs. In addition, the results of this study are expected to be the basis for formulating policies and programs that support the interest of Muhammadiyah youth through agropreneur transformation in Sidenreng Rappang Regency.

RESEARCH METHOD

This research used a purposive sampling by selecting the productive land asset empowerment center as the research location to develop Muhammadiyah youth as young agropreneurs in Sidenreng Rappang Regency. The research population included all Muhammadiyah youth in the research location. A sample size of 100 respondents was taken as a sample with proportional determination through field surveys. Primary data collection was conducted through direct observation and interviews with respondents, while secondary data was obtained from statistical reports of relevant agencies and relevant literature studies. With this approach, the research is expected to provide a comprehensive picture of the interest and potential of Muhammadiyah youth in transforming into young agropreneurs in the agricultural centers of Sidenreng Rappang Regency.

This research used qualitative and quantitative approaches. Qualitative research is used to examine the phenomenon of Muhammadiyah youth interest in taking a role through the transformation of young agropreneurs in Sidenreng Rappang Regency by describing a phenomenon that occurs factually, systematically, and accurately using numbers in describing the subject under study. *Descriptive research* is a method used to describe existing phenomena as accurately as possible (Atmowardoyo, 2018). The methods used in this research are desk research, in-depth interviews, FGDs, and surveys with structured questionnaires. Meanwhile, quantitative research uses structural equation model (SEM) analysis as a statistical approach. Structural Equation Model (SEM) is one of the methods used to explain the relationship between variables (Chen et al., 2020). This model's three primary independent variables influence intention: attitude, subjective norms, and perceived behavioral control. Attitude is a subjective assessment of the consequences of one's behavior and its effect on others, determining whether the person likes or dislikes the behavior. While subjective norms refer to individual perceptions based on the perceptions of people they consider necessary to them to perform or not perform certain behaviors. Perceived behavioral control refers to a subjective understanding of

one's level of self-control and the difficulty of performing specific behaviors (Ajzen, 1991). The hypotheses of this study are as follows:

H_1 : Attitude, subjective norms, and perceived behavioral control influence the behavior of Muhammadiyah youth in taking a role in transforming young agropreneurs in Sidenreng Rappang Regency.

H_2 : There is an influence of attitudes, subjective norms, and perceptions of behavioral control on behavior mediated by the intention of Muhammadiyah youth to take a role through the transformation of young agropreneurs in Sidenreng Rappang Regency.

RESULT AND DISCUSSION

This research used Structural Equation Model (SEM) analysis through Smart PLS to assess structural model specifications and measurement models. SEM-PLS is one of the statistical techniques for balancing explanatory and predictive purposes by conducting simultaneous analysis of measurement and structural model assessments (Petter & Hadavi, 2022), conducting model comparisons (Danks et al., 2020), assessing complex models involving a large number of constructs, including higher-order constructs and formative constructs (Cheah et al., 2019), performing multigroup analysis (Cheah et al., 2023), and estimating conditional process models (Sarstedt et al., 2020). These results are obtained from testing the relationship between variables described in the structural model, with coefficient values indicating the level of significance and strength of the relationship. In the SEM-PLS assessment process, an analysis is carried out by evaluating the measurement model and then the structural model (Kaya et al., 2020). The following analysis results show the correlation between the indicators of each variable and the causal relationship between the main variables, providing an in-depth understanding of the factors that influence Muhammadiyah youth interest in the agropreneur sector.

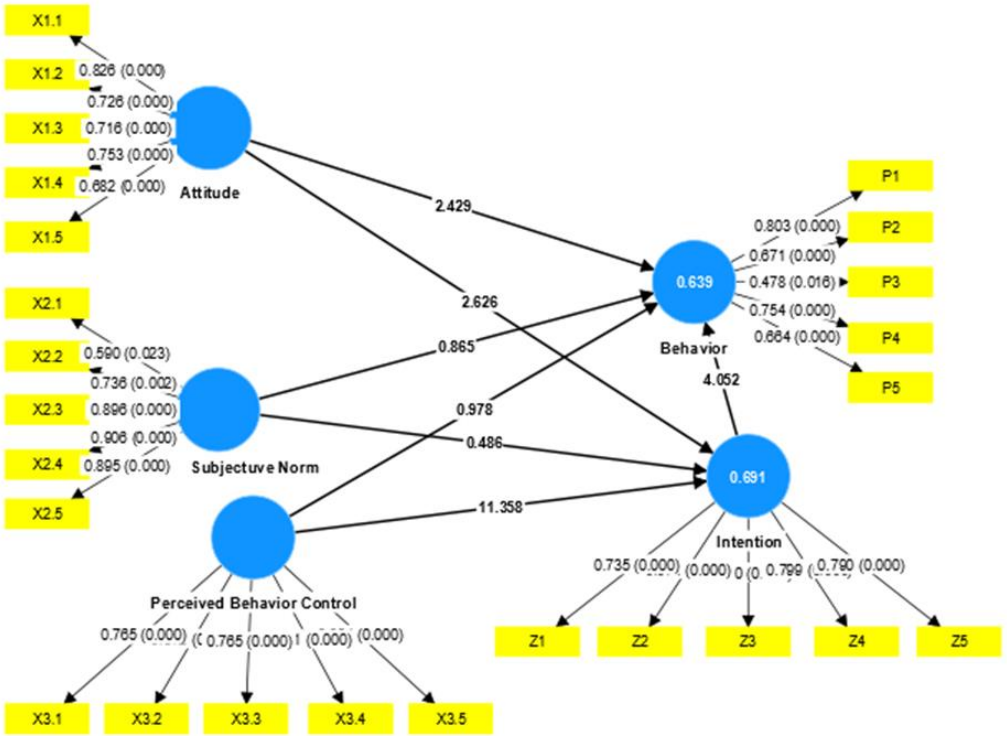

Figure 1.
SEM-PLS Analysis Results

Validity and Reliability Test

Measurement model assessment includes indicator evaluation, internal consistency reliability, and convergent validity testing (Sarstedt et al., 2020). Validity tests are used to assess the extent to which indicators measure the intended construct, with convergent validity requiring an outer loading value above 0.6 (Hair et al., 2017). Indicator reliability, determined by squaring the outer loadings of reflective constructs, provides insight into the strength of the relationship between latent variables and observed indicators. Reliability tests are used to assess the internal consistency of constructs, with composite reliability values that must exceed a threshold of 0.70 (Hair et al., 2019). These measures ensure that the data collected is accurate and reliable, allowing for a more in-depth and valid analysis of the research. The detailed convergent validity test results can be seen in Table 1, which shows the outer loading value of each indicator.

Table 1. Variable Validity and Reliability Test Results

Research Variable/Indicator	Factor Loading	Composite Reliability
Attitude (X_1)		
X1.1 Economic Independence	0.826	0.747
X1.2 Belief in Local Potential	0.726	
X1.3 Environmental Awareness	0.716	
X1.4 Attitude towards Technological Innovation	0.753	
X1.5 Respect for Agriculture	0.682	
Subjective Norm (X_2)		
X2.1 Family Support	0.590	0.820
X2.2 Community Norms	0.736	
X2.3 Peer Influence	0.896	
X2.4 Leadership Expectations	0.906	
X2.5 Social Media Influence	0.895	
Perceived Behavioral Control (X_3)		
X3.1 Skills and Knowledge	0.765	0.914
X3.2 Access to Capital	0.672	
X3.3 Availability of Resources	0.765	
X3.4 Training and Education	0.751	
X3.5 Risk Management	0.824	
Intention (Z)		
Z.1 Desire to Start a Business	0.735	0.832
Z.2 Long-term Plan	0.674	
Z.3 Commitment to Agropreneurship	0.700	
Z.4 Motivation to Succeed	0.799	
Z.5 Readiness to Innovate	0.790	
Behavior (P)		
P.1 Participation in Training	0.803	0.804
P.2 Implementation of Agricultural Technology	0.671	
P.3 Collaboration with Community	0.784	
P.4 Increased Production and Quality	0.754	
P.5 Promotion and Marketing	0.664	

Based on the results of convergent validity testing, the indicators show an outer loading value above the 0.6 threshold, indicating that the indicators have sufficient validity in measuring their respective latent variables. This shows that these indicators can represent the intended construct accurately. High convergent validity indicates that the indicators used are strongly correlated with latent variables, so they are reliable in research and provide a solid basis for further analysis in interpreting research results. Furthermore, a reliability test is carried out by assessing the latent construct using the composite reliability value.

A composite reliability value higher than the 0.70 threshold indicates that the latent construct has good internal consistency (Rahman, 2023). This shows that the indicators consistently measure the latent variable in question so that the data can be analyzed. The composite reliability test results strengthen the validity of the measurement model and indicate that the data collected can be trusted and used for further analysis.

Structural Model Evaluation (R^2)

Structural model evaluation is carried out by looking at the inner model test (R Square) to see the direction of the relationship and the level of significance between exogenous and endogenous variables. The rule of thumb value for R Ssquare is 0.75 in the strong category, 0.50 in the moderate category and 0.25 in the weak category (Hair et al., 2021). The results of the R Square Test Exploring the Interest of Muhammadiyah Youth through the Transformation of Young Agropreneurs in Sidenreng Rappang Regency can be seen in the following table.

Table 2. R Square Test Results

Variable	R Square
Intention	0.691
Behavior	0.639

The R Square value for each construct is obtained based on the test results. The intention construct has an R Square value of 0.691, which means that attitude, subjective norms, and behavioral control variables affect intention by 69.1%, including in the moderate category. Meanwhile, the behavior variable has an R Square value of 0.639, which means that the attitude, subjective norm, and behavioral control variables affect behavior by 63.9%, including the strong category. This shows that the research model can explain most of the variation in the intention and behavior of Muhammadiyah youth towards agropreneur transformation, providing strong evidence of the relationship between these variables.

Evaluation of Significance Value (T-test and P-test)

The significance value is evaluated by observing the path coefficient value of the test results through the bootstrapping procedure. This bootstrapping process produces t-statistic and p-value values used to determine the significance of the relationship between variables. A significant path coefficient is characterized by a t-statistic value above 1.96 and a p-value below 0.05, indicating that the relationship between variables in this research model is quite solid and reliable (Sarstedt et al., 2023). Table 3. summarizes the bootstrapping results, confirming the significance of the influence of independent variables such as attitude, subjective norms, and perceived behavioral control on the

intention and behavior of Muhammadiyah youth agropreneurs in Sidenreng Rappang Regency.

Table 3. Direct and Indirect Influence of Attitude Variables, Subjective Norms and Perceived Behavioral Control on Behavior

Description	T Statistics (| O/STDEV |)	P Values
Attitude -> Behavior	2.429	0.015
Subjective Norm -> Behavior	0.865	0.387
Perceived Behavioral Control -> Behavior	0.978	0.328
Attitude -> Intention -> Behavior	3.656	0.000
Subjective Norm -> Intention -> Behavior	2.219	0.027
Perceived Behavioral Control -> Intention -> Behavior	0.450	0.652

From the test results, it can be seen that attitude has a direct effect on behavior with a T statistic value of 2.429> from 1.96 and a significance value of 0.015 < from 0.05. Attitude is the most critical factor that directly influences behavior in making decisions (Zhang & Wang, 2024). In addition, youth have a high attitude toward the agropreneur career because it has good prospects (Suprehatin & Shidiq, 2020). This shows that the positive attitude of Muhammadiyah youth towards agropreneurs directly affects their behavior in developing businesses in the agricultural sector. A positive attitude reflects a belief and a favorable view of the potential and prospects of agropreneurship, which in turn encourages real action in implementing agropreneurship activities. This is by the opinion of (Sandhu et al., 2024) which suggests that attitudes include views, beliefs, and feelings of individuals toward the adoption of innovative technologies in agropreneur activities so that they can bring positive changes and substantial benefits in the long run. In addition, (Stolz et al., 2022) argue that attitudes toward individual abilities can generate innovative and prospective ideas for business. These findings support the theory that attitude is an essential determinant of behavior, underscoring the importance of building favorable attitudes to motivate youth to participate in agropreneur transformation in Sidenreng Rappang District actively.

The subjective norm variable has no direct effect on behavior with a T statistic value of 0.865 < 1.96 with a significance value of 0.387> from 0.05. This is by the opinion of (Laksono et al., 2022) which suggests that subjective norms, or individual perceptions of social pressure from those closest to doing or not doing an action, do not directly affect behavior. Although, Muhammadiyah youth may feel support or expectations from family, friends, or community leaders, this is not strong enough to directly influence their actions in developing agropreneur businesses. The involvement of external parties is insufficient in influencing intentions and behavior because there is a gap between the verbal

support expressed and the action. The support provided is considered to be verbal or normative, as in just words, without any practical involvement (Retnaningtyas et al., 2024). Ability and independence are measures of youth empowerment in making decisions to work in the agricultural sector (Effendy et al., 2022). These results are essential to consider in designing interventions or programs aimed at increasing youth participation in agropreneurs, focusing on strengthening attitudes rather than relying on social pressure.

The perceived behavioral control variable has no direct effect on behavior with a T statistic value of 0.978> from 1.96 and a significance value of 0.328 < from 0.05. This result aligns with (Jilani et al., 2024) which emphasizes that perceived control is often psychological and not always influenced by external factors. In addition, the involvement of individuals who believe that internal locus of control actions are more likely to engage in behavior (Pickering et al., 2021). These findings indicate that perceived behavioral control, or an individual's beliefs about the ability to control and carry out specific actions, does not significantly influence the behavior of Muhammadiyah youth in the context of agropreneurship. Although youth may feel confident or have the ability to manage the business, this belief is not strong enough to directly encourage them to take real action in the development of the business. Therefore, the psychological and internal aspects of perceived control should be further addressed to increase youth participation in agropreneurship.

The attitude variable indirectly affects behavior mediated by intention with a T statistic value of 3.656 < 1.96 and a significance value of 0.000 > 0.05, which means that the intention variable has a role as a mediating variable with partial mediation status. The positive attitude of Muhammadiyah youth towards agropreneurship not only influences their intention to engage in agropreneurship but also, through the intention, influences behavior in developing agropreneurship. In other words, intention is s a bridge that connects attitude with behavior. According to (Müller et al., 2024), individual attitude is the construct that most influences the intention to behave. In addition, attitude is the most influential construct on intention because attitude affects individual perceptions of ability, which can increase behavior change (Vaz et al., 2020). Positive attitudes build strong Muhammadiyah youth intentions, increasing the likelihood of real action in agropreneurship. These findings emphasize the importance of focusing on forming strong intentions through improving positive attitudes to achieve the desired behavior change in Muhammadiyah youth participation in the agropreneur sector in Sidenreng Rappang District.

Subjective norm variables indirectly affect behavior mediated by intention with a T statistic value of 2.219 < 1.96 and a significance value of 0.027 > 0.05, which means that the intention variable acts as a mediating variable with full mediation status. Subjective norms from close people do not significantly influence behavior because they align with individual abilities (Creazza et al.,

2023). However, subjective norms as a construct significantly influence intention (Borges et al., 2016). Subjective norms related to Muhammadiyah youth's perceptions of social pressure or expectations from those closest to them do not directly affect behavior but intentions first. Intention becomes the main determining factor that directs behavior in developing agropreneur businesses. According to (Morais et al., 2018), intention becomes a determining factor in taking over activities, depending on their positive evaluation of the transfer process. Thus, although subjective norms do not directly influence behavior, they are essential as they can shape strong intentions. Therefore, efforts to increase Muhammadiyah youth participation in agropreneurship need to include strategies to strengthen subjective norms to form strong intentions and ultimately drive the desired behavior.

Perceived behavioral control does not affect behavior mediated by intention, with a T statistic value of 0.450 < 1.96 and a significance value of 0.652 > 0.05. Muhammadiyah youth's beliefs about their ability to control and run agropreneur activities are not enough to influence their behavior directly or through intention. This indicates that although they may feel capable, this feeling is not strong enough to form intentions that lead to actual behavior in developing agropreneur businesses. According to (Govindharaj et al., 2021) perceived behavioral control contributes less than 10% to intention and behavior because knowledge is the most important variable in controlling intention. Intentions built on high levels of knowledge are better predictors than intentions built on low levels of knowledge (Abadi, 2018). In addition, perceived behavioral control is psychological rather than shaped by external environmental factors (Khan et al., 2021). Psychological aspects are always self-regulated, and outside forces have limited influence on them, reflecting accurate control (Coroiu et al., 2021). Therefore, programs designed to increase Muhammadiyah youth participation in agropreneurship should focus on improving perceived behavioral control, strengthen attitudes that are more influential in shaping intentions and behaviors.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results and discussion above, the positive attitude of Muhammadiyah youth in Sidenreng Rappang Regency significantly influences their behavior in developing agropreneur businesses. A positive attitude, through intention, acts as a mediator linking attitude to actual behavior. In contrast, subjective norms and perceived behavioral control have no direct influence on behavior, but subjective norms have an indirect influence through intention. This suggests that although social support and belief in ability are not

strong enough to influence behavior directly, they can shape intentions that ultimately lead to behavior.

Suggestion

To increase the participation of Muhammadiyah youth in agropreneurship, several strategic steps need to be taken (1) training and education programs that focus on strengthening positive attitudes towards agropreneurship, (2) interventions that strengthen subjective norms, such as campaigns involving community leaders and families to support youth businesses practically and (3) although perceived behavioral control does not directly influence behavior, it is essential to increase youth knowledge and skills in managing agropreneurship to build stronger beliefs. This effort is expected to increase the intention and behavior of Muhammadiyah youth in developing businesses in the agricultural sector.

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