



THE INFLUENCE OF PERCEPTION OF OIL PALM FARMING PROFESSION AND INCOME ON THE INTEREST OF GENERATION Z IN BECOMING FARMERS IN TANJUNG JATI VILLAGE, BINJAI DISTRICT, LANGKAT REGENCY

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Abstract

The farmer regeneration crisis is a serious issue for the sustainability of Indonesia's agricultural sector. Data from the 2023 Agricultural Census by the Central Statistics Agency (BPS) shows that Generation Z only accounts for 2.14% of the nation's total farmers, significantly lagging behind Generation X (42.39%) and Baby Boomers (27.61%). This study aims to analyze partially and simultaneously the influence of the perception of the farmer's profession and the perception of palm oil farming income on the interest of Generation Z to become farmers in Tanjung Jati Village. This study uses a quantitative method with multiple linear regression analysis. The research sample consisted of 93 Generation Z people aged 17-29 years who live in Tanjung Jati Village. Data were collected through a questionnaire with a Likert scale of 1-5. The results showed that the perception of the farmer's profession had a positive and significant effect on the interest of Generation Z to become farmers with a value of $t = 3.286$ and $\text{Sig.} = 0.001$, then the perception of palm oil farming income had a positive and significant effect on the interest of Generation Z to become farmers with a value of $t = 2.605$ and $\text{Sig.} = 0.011$. Then the perception of the profession and the perception of palm oil farming income simultaneously had a significant effect on the interest of Generation Z to become farmers with a value of $F = 28.745$ and $\text{Sig.} = 0.000$. The R^2 value of 0.390 indicates that the two variables explain 39.0% of the variation in Generation Z's interests, while the remaining 61.0% is influenced by other factors outside the study.

Keywords : Perception of Profession, Farming Income, Interest, Generation Z, Palm Oil

INTRODUCTION

The agricultural sector is a strategic sector contributing to the Indonesian economy. In 2023, this sector contributed 12.53% to the national Gross Domestic Product (GDP) (Central Statistics Agency, 2024). However, the agricultural sector faces challenges in the form of declining interest among the younger generation in pursuing careers as farmers. The Jakpat survey (2023) showed that only around 6% of Generation Z were interested in working in the agricultural sector. This finding aligns with data from the Central Statistics Agency (2022), which showed that only 18% of young people aged 16–30 worked in the agricultural sector. The results of the 2023 Agricultural Census also showed that Indonesian farmers are still dominated by Generation X (42.39%) and Baby Boomers (27.61%), while Generation Z only reached 2.14% (Central Statistics Agency, 2023). This condition indicates a farmer regeneration crisis due to the shift of the workforce to the industrial and service sectors, which are considered more promising.

One of the affected subsectors is oil palm plantations, a leading national commodity with a significant contribution to exports and the rural economy. The sustainability of the oil palm agribusiness depends heavily on the success of farmer regeneration, yet Generation Z's interest in continuing farming remains relatively low. This low interest is influenced by the perception that the farming profession is less

prestigious, high-risk, and less economically promising (Ilyas, 2022). Conversely, positive perceptions of the farming profession have been shown to increase younger generation participation in farming activities (Ilyas, 2022).

In addition to perception, economic factors, such as farm income, also play a significant role in determining the career choices of the younger generation. Research by Arvianti et al. (2019), Ardiansyah (2023), and Ardiansyah et al. (2023) shows that the higher the income earned from oil palm farming, the greater the interest of the younger generation in continuing the business. Tazkiyah (2020) also stated that family economic conditions and profit prospects are factors that influence the sustainability of farming in rural areas. Thus, economic factors and perceptions of the farming profession are interrelated in shaping Generation Z's interest in working in the agricultural sector.

This research was conducted in Tanjung Jati Village, Binjai District, Langkat Regency, North Sumatra, a palm oil-producing area directly adjacent to Binjai City. Proximity to urban areas provides broader job opportunities in the trade, service, and industrial sectors, encouraging the migration of young workers from the agricultural to non-agricultural sectors. Consequently, most active farmers in the village are over 45 years old, while the younger generation is more likely to work as private employees or are still students. Pulungan et al. (2025) stated that age is a factor that plays a role in oil palm harvesting activities because the harvesting process requires physical strength and excellent stamina.

Based on these conditions, this study aims to analyze the influence of perceptions of the farmer profession and perceptions of oil palm farming income on Generation Z's interest in becoming farmers in Tanjung Jati Village. The research findings are expected to provide input for the government and stakeholders in formulating farmer regeneration policies and increasing interest among the younger generation in the oil palm plantation sector to support sustainable agricultural development.

THEORETICAL BASIS

Perception

Perception is the process by which an individual selects, organizes, and interprets information received through the five senses, thus forming an understanding of the environment or an object (Kotler, 2012; Robbins & Judge, 2017; Walgito, 2004). Thus, perception shapes a person's views, judgments, and attitudes toward a phenomenon or profession.

According to Walgito (2004), the perception process occurs through three stages: physical, physiological, and psychological. Perception is influenced by individual characteristics, the characteristics of the object being perceived, and the situation or context in which the perception is formed. Furthermore, cultural factors, values, education, occupation, and experience also influence how a person views an object (Samovar & Porter, 2014; Sani, 2018).

Perception of the Farming Profession

Perceptions of the farming profession are individual assessments of the image, economic value, social value, and career development opportunities in agriculture. Positive perceptions of the farming profession can increase the interest of young people in working in the agricultural sector, while negative perceptions can decrease this interest (Tampi et al., 2021).

Farm Income

Farming is the effective management of production resources such as land, labor, capital, and technology to produce agricultural products and increase farmer income (Prasetya, 2019; Nuryaman & Faqihuddin, 2020). Farm income is the difference between revenue and production costs and is an important indicator in determining the attractiveness of the agricultural sector for the younger generation (Fadhilah & Rochdiani, 2021). The higher the perception of farm income, the greater the tendency of the younger generation to continue farming (Arvianti et al., 2019; Zakaria & Sudrajat, 2025).

Generation Z

Generation Z is the group born between 1997 and 2012 and grew up in the digital era. This generation is characterized by being tech-savvy, rational, and adaptable, and prioritizing flexibility and work-life balance. These characteristics make Generation Z more selective in choosing jobs, including considering career prospects and the economic benefits of the agricultural sector.

Interest in Becoming a Farmer

Interest is an individual's tendency to like or choose an activity or profession without coercion (Eysenck, 1972; Saepurrahmat et al., 2017). In the Theory of Planned Behavior, interest is influenced by attitudes toward the behavior, subjective norms, and perceptions of ability or behavioral control (Ajzen, 1991). In this study, perceptions of the farming profession represent attitudes, while perceptions of farm income reflect perceptions of the economic benefits obtained. Both factors are expected to influence Generation Z's interest in becoming farmers.

Holland's theory also explains that individuals tend to choose jobs that align with their personality and environment (person-environment fit). Therefore, a positive perception of the farming profession and the belief that farming provides a decent income will increase Generation Z's interest in pursuing a career in the agricultural sector.

RESEARCH METHODS

This research was conducted in Tanjung Jati Village, Binjai District, Langkat Regency, North Sumatra, from November 2025 to June 2026. The research population was Generation Z who lived in Tanjung Jati Village with an age range of 17–29 years, namely the age group considered to have been able to understand research instruments and determine career choices. Based on data from the Central Statistics Agency of Langkat Regency (2024), the number of Generation Z in that age range reached 1,356 people. The research sample was determined using a purposive sampling technique with the Slovin formula at a 10% error rate, resulting in 93 respondents (Sugiyono, 2019). Respondents were selected based on the criteria of being 17–29 years old, living in Tanjung Jati Village, knowing about oil palm farming, and being willing to participate in the research.

The study used a quantitative approach with primary data obtained through questionnaire distribution, while secondary data came from the Central Statistics Agency, the Plantation Service, village documents, and various scientific publications. The collected data were then analyzed using IBM SPSS version 25. The analysis was carried out descriptively to describe the characteristics of respondents and research variables, and inferentially using multiple linear regression to test the effect of perceptions of the farmer's profession (X_1) and perceptions of oil palm farming income (X_2) on Generation Z's interest in becoming farmers (Y) (Ghozali, 2016; Sugiyono, 2019).

Prior to hypothesis testing, the research instrument was tested for validity using the Pearson Product Moment correlation and for reliability using the Cronbach's Alpha coefficient with a minimum value of 0.60 (Dewi et al., 2022). The regression model was also tested using classical assumption tests, including

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the Kolmogorov–Smirnov normality test, multicollinearity tests using Tolerance and Variance Inflation Factor (VIF) values, and heteroscedasticity tests using scatterplot graphs (Ghozali, 2016). Hypothesis testing was conducted using the t-test, F-test, and coefficient of determination (R^2) with a significance level of 5%. The interpretation of the research results was linked to the Theory of Planned Behavior as a conceptual foundation (Ajzen, 1991).

The research variables consist of two independent variables, namely the perception of the farmer profession (X_1) and the perception of oil palm farming income (X_2), and one dependent variable, namely the interest of Generation Z in becoming farmers (Y). All variables are measured using a five-level Likert scale with indicators compiled based on theory and previous research results, so as to be able to measure respondents' perceptions, attitudes, and interests quantitatively (Ajzen, 1991; Arvianti et al., 2019; Fadhilah & Rochdiani, 2021; Kotler, 2012; Robbins & Judge, 2017; Soekartawi, 2002).

RESEARCH RESULT

CLASSICAL ASSUMPTIONS

Normality

The normality test aims to determine whether the residual data in the regression model is normally distributed or not. The test is conducted using the *One Sample Kolmogorov-Smirnov Test* (KS) method on *unstandardized residuals*, with the following criteria: data is said to be normally distributed if the Sig value is > 0.05 .

Table 1. Normality Test Results

Information		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	5.24513569
Most Extreme Differences	Absolute	.085
	Positive	.060
	Negative	-.085
Test Statistics		.085
Asymp. Sig. (2-tailed)		.092 ^c

Based on Table 1, the results of the normality test show that the Asymp. Sig. (2-tailed) value obtained is 0.092. This value is greater than 0.05 ($0.092 > 0.05$), so it can be concluded that the residual data is normally distributed. Thus, the normality assumption is met and multiple linear regression analysis can be performed. These results support the feasibility of the data obtained from 93 Generation Z respondents in Tanjung Jati Village as material for inferential statistical analysis.

Multicollinearity

A multicollinearity test was conducted to determine whether there was a strong relationship between the independent variables in the regression model, namely farmers' professional perceptions (X_1) and oil palm farming income (X_2). A good regression model should not experience multicollinearity. The assessment criteria used tolerance and VIF values, where multicollinearity does not occur if the tolerance value is > 0.10 and $VIF < 10$.

Table 2. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.237	4,556		-.272	.787		
	Perception	.590	.179	.378	3,286	.001	.514	1,947
	Income	.442	.170	.299	2,605	.011	.514	1,947

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Based on Table 2, the Tolerance value for the professional perception (X_1) and farm income (X_2) variables is 0.514, greater than 0.10. In addition, the VIF value for both variables is 1.947, less than 10. These results indicate that the regression model does not experience multicollinearity symptoms. Although the two variables have a fairly strong relationship with a correlation coefficient of 0.697, the VIF value is still far below the maximum limit indicating that professional perception and farm income are still suitable for use together in multiple linear regression analysis. Thus, there is no problem of multicollinearity in this research model.

Heteroscedasticity

The heteroscedasticity test is performed to determine whether the variance of residuals from one observation to another is homogeneous (homoskedasticity). A good regression model is free from heteroscedasticity. This test is performed through a scatterplot analysis between the Studentized Residual (SRESID) and the Standardized Predicted Value (ZPRED).

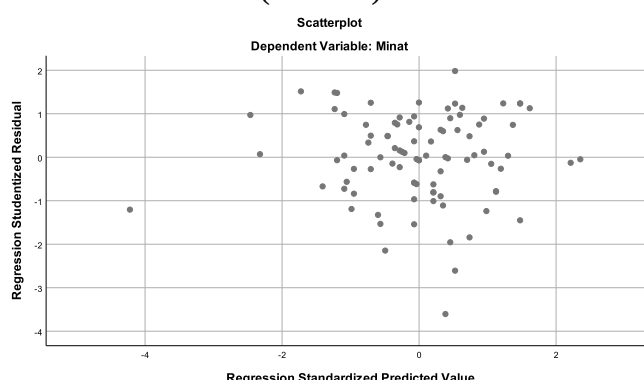


Figure 1. Heteroscedasticity Test Results

Based on the Scatterplot graph in the SPSS output, it can be seen that the data points are randomly distributed above and below the 0 mark on the Y-axis and do not form a specific pattern. This indicates that there is no heteroscedasticity in the regression model, thus meeting the homoscedasticity assumption. This random pattern also confirms that the residual variation is constant for each predicted value, which is an important requirement for efficient regression coefficient estimation.

MULTIPLE LINEAR REGRESSION ANALYSIS

After all classical assumption tests are met, multiple linear regression analysis can be conducted to examine the perception of the farming profession (X_1) and farming income (X_2) on Generation Z's interest in becoming farmers (Y). In accordance with the established general equation, the regression model constructed is:

Table 3. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.237	4,556		-.272	.787		
	Perception	.590	.179	.378	3,286	.001	.514	1,947
	Income	.442	.170	.299	2,605	.011	.514	1,947

Based on Table 3, the multiple linear regression equation formed is as follows:

$$Y = -1.237 + 0.590 X_1 + 0.442 X_2$$

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- Y = Interest
X₁ = Perception
X₂ = Income

The interpretation of the regression equation is as follows:

- The constant (α) = -1.237 indicates that if the variables of professional perception (X₁) and farm income (X₂) are 0, then the value of Generation Z's interest in becoming a farmer (Y) is -1.237. This value is mathematical and cannot be interpreted practically considering that no respondents have a score of zero on both variables.
- The Perception Coefficient of the Profession (b_1) = 0.590 indicates that every 1 unit of the perception score of the farming profession (X₁) will increase Generation Z's interest in becoming a farmer (Y) by 0.590, assuming the farm income variable (X₂) is constant. This is in line with existing perception theory, which states that a positive perception of the farming profession will encourage an increase in the interest of the younger generation in choosing that profession.
- The Farming Income Coefficient (b_2) = 0.442 indicates that every 1 unit increase in the farming income score (X₂) will increase Generation Z's interest in becoming a farmer (Y) by 0.442, assuming the profession perception variable (X₁) is constant. This finding is in line with the farming income theory, which states that stable income is the primary motivation for the younger generation to remain involved in the agricultural sector (Arvianti et al., 2019).

HYPOTHESIS TESTING

Partial Test (t-Test)

The t-test was conducted to determine the partial influence of each independent variable on the dependent variable. The hypothesis in this study is:

H₁ : Perception of profession (X₁) has a significant influence on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village.

H₂: Income from oil palm farming (X₂) has a significant influence on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village.

H₃: Perception of profession (X₁) and income from oil palm farming (X₂) together have a significant influence on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village.

Table 4. Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.237	4,556		-.272	.787
	Perception	.590	.179	.378	3,286	.001
	Income	.442	.170	.299	2,605	.011

1. The Influence of Profession Perception (X₁) on Generation Z's Interests (Y)

Based on Table 4.10, the profession perception variable (X₁) obtained a t-value of 3.286 with a Sig. value of 0.001. Since the Sig. value of 0.001 < 0.05, H₀ is rejected and H₁ is accepted. This means that profession perception has a partial positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. The standardized Beta value of 0.378 indicates that profession perception is a variable that has a relatively greater influence on interest than farm income. These results are in line with research (Tampi et al., 2021) and support the Theory of Planned Behavior which states that a positive attitude or perception towards a profession will increase a person's interest in choosing that profession (Ajzen, 1991).

2. The Influence of Farming Income (X₂) on Generation Z's Interests (Y)

Based on Table 4.10, the farm income variable (X₂) has a t-value of 2.605 with a Sig. value of 0.011. Since the Sig. value of 0.011 < 0.05, H₀ is rejected and H₂ is accepted. This means that farm income has

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a partial positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. The standardized Beta value of 0.299 indicates that farm income has a positive contribution to this interest. This finding is in line with the opinion of (Arvianti et al., 2019) who stated that income is an important factor in attracting the interest of the younger generation to the agricultural sector, and is supported by the results of research (Tazkiyah, 2020) and (Rappang, 2024) which show that economic factors and income prospects influence the interest of the younger generation to work in the agricultural sector.

Simultaneous Test (F-Test)

The F test was conducted to determine whether the perception of profession (X_1) and farming income (X_2) together (simultaneously) have a significant effect on Generation Z's interest in becoming farmers (Y), as is the formulation of the third problem in this study, namely: H_3 : Perception of profession (X_1) and palm oil farming income (X_2) together have a significant effect on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village. Criteria: H_3 is accepted if the Sig. value < 0.05 .

Table 5. Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1616,775	2	808,387	28,745	.000 ^b
	Residual	2531.053	90	28,123		
	Total	4147.828	92			

Based on the results of the F test, the calculated F value was 28.745 with a significance value of 0.000. Since the significance value of $0.000 < 0.05$, H_0 is rejected and H_3 is accepted. This means that the perception of the profession (X_1) and farm income (X_2) simultaneously have a significant effect on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village. These results indicate that a positive perception of the farming profession and high farm income can increase Generation Z's interest in working in the agricultural sector. This finding is in line with the Theory of Planned Behavior which states that interest is influenced by attitudes and perceptions of ability or feasibility in carrying out a behavior, where the perception of the profession reflects attitudes and farm income reflects perceived behavioral control (Ajzen, 1991).

COEFFICIENT OF DETERMINATION (R^2)

The coefficient of determination indicates that the dependent variable has significant variability and can be explained by the independent variable. In other words, the coefficient of determination is used to determine the extent to which the independent variable can explain the dependent variable. The coefficient of determination is determined by the R-square value, which can be seen in the following table:

Table 6. Results of the Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.624 ^a	.390	.376	5,303	.390	28,745	2	90	.000

Based on Table 6, the R value of 0.624 indicates that the perception of profession (X_1) and farm income (X_2) have a fairly strong relationship with Generation Z's interest in becoming farmers (Y). The R Square (R^2) value of 0.390 indicates that 39.0% of the variation in Generation Z's interest can be explained by these two variables together, while the remaining 61.0% is influenced by other factors outside the study. Meanwhile, the Adjusted R Square of 0.376 strengthens these results by considering the number of variables in the model. This finding indicates that Generation Z's interest is not only influenced by the perception of profession and farm income, but also other factors such as family support, land access, and the social environment that were not examined in this study (Ajzen, 1991).

DISCUSSION

Professional Perceptions of Generation Z's Interest in Becoming Farmers

The results of the study indicate that the perception of the farming profession (X_1) has a positive and significant effect on Generation Z's interest in becoming a farmer (Y), with a t value of 3.286 and Sig. = 0.001 (<0.05). This finding indicates that the more positive Generation Z's perception of the oil palm farming profession, the higher their interest in pursuing the profession. This positive perception is reflected in the assumption that the farming profession has good economic prospects, social value, and is able to provide a decent future.

These results align with the perception theory proposed by Kotler (1991) and Robbins and Judge in Nisa et al. (2023), which states that perceptions are formed through an individual's process of selecting, organizing, and interpreting information. In this study, Generation Z's perceptions are influenced by experience, social environment, and public perceptions of the farming profession. These findings also support research by Tampi et al. (2021), which concluded that positive perceptions of the farming profession can increase the interest of the younger generation in working in the agricultural sector.

From the perspective of the Theory of Planned Behavior (Ajzen, 1991), professional perception represents *attitudes toward behavior*. The more positive Generation Z's attitudes toward farming, the stronger their intention to choose it. The results of this study also demonstrate that building a positive image of the farming profession is a crucial strategy in supporting farmer regeneration in Tanjung Jati Village.

Perception of Palm Oil Farming Income on Generation Z's Interest in Becoming Farmers

The results of the study indicate that the perception of income from oil palm farming (X_2) has a positive and significant effect on Generation Z's interest in becoming farmers, with a t -value of 2.605 and a Sig. of 0.011 (<0.05). This means that the better Generation Z's perception of the potential income, economic stability, and welfare prospects from oil palm farming, the higher their interest in becoming farmers.

This finding aligns with Fadhilah and Rochdiani's (2021) findings, which state that farm income is both an indicator of well-being and a key factor determining the attractiveness of the agricultural sector for the younger generation. Research by Arvianti et al. (2019), Tazkiyah (2020), and Ardiansyah et al. (2023) also shows that good income prospects can encourage young people to pursue oil palm farming. For Generation Z, who tend to be rational in choosing jobs, economic benefits are a key consideration in determining career choices.

Based on the Theory of Planned Behavior (Ajzen, 1991), perceptions of farm income can be linked to *perceived behavioral control*, namely an individual's belief that a profession can provide adequate resources and profits. Therefore, improving farmer welfare not only impacts the economic aspect but also has the potential to increase Generation Z's interest in entering the agricultural sector.

The Influence of Perception of Farming Profession and Income on Generation Z's Interest in Becoming Farmers

The results of the simultaneous test show that the perception of profession (X_1) and the perception of farm income (X_2) together have a positive and significant effect on Generation Z's interest in becoming farmers, with an F value of 28.745 and Sig. = 0.000 (<0.05). The coefficient of determination (R^2) value of 0.390 indicates that both variables are able to explain 39.0% of the variation in Generation Z's interest in becoming farmers, while the remaining 61.0% is influenced by other factors outside the study.

These findings indicate that Generation Z's interest is influenced by a combination of socio-psychological factors, such as perceptions of professions, and economic factors, such as perceptions of farming income. These results align with research by Siregar and Lubis (2019) and Ardiansyah et al. (2023), which found that social perceptions and economic opportunities are the primary factors influencing the younger generation's interest in farming.

In the Theory of Planned Behavior (Ajzen, 1991), perception of the profession represents *attitude toward the behavior*, while perception of farm income reflects *perceived behavioral control*. The combination of these two aspects indicates that efforts to increase farmer regeneration are not sufficient by

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simply improving the image of the farming profession, but must also be accompanied by improving the welfare and economic prospects of farming. Thus, the results of this study can serve as a basis for the government and stakeholders in designing programs that build a positive image of the farming profession while increasing income from oil palm farming to encourage the involvement of Generation Z in the plantation sector.

CONCLUSION

Based on the research results, it can be concluded that the perception of the farmer profession and the perception of oil palm farming income have a positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. Partially, the perception of the farmer profession has a significant effect with a *t-value* of 3.286, a significance of 0.001, and a regression coefficient of 0.590, indicating that the more positive Generation Z's views on the farming profession, the higher their interest in working in the agricultural sector, thus H_1 is accepted. The perception of oil palm farming income also has a significant effect with a *t-value* of 2.605, a significance of 0.011, and a regression coefficient of 0.442, indicating that the better Generation Z's perception of the potential income from farming, the greater their interest in choosing a profession as a farmer, thus H_2 is accepted. Simultaneously, both variables have a significant effect on Generation Z's interest in becoming farmers with an *F-value* of 28.745 and a significance of 0.000, thus H_3 is also declared accepted. The coefficient of determination (R^2) value of 0.390 indicates that the perception of profession and perception of farm income are able to explain 39% of the variation in Generation Z's interest in becoming farmers, while the remaining 61% is influenced by other factors outside the research.

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Generation Z's Interest in Becoming Farmers

Interest is a person's tendency to feel drawn to and engaged in a particular activity. In the agricultural context, Generation Z's interest in becoming farmers is influenced by both internal and external factors, such as perceptions of the farming profession, economic conditions, family environment, and available business opportunities. The low interest of the younger generation in the agricultural sector poses a challenge to the sustainability of agricultural development in Indonesia (Ilyas, 2022). Therefore, increasing the interest of the younger generation is necessary to support farmer regeneration and the sustainability of the agricultural sector.

Perception of the Oil Palm Farmer Profession

Perception is the process by which individuals interpret and assign meaning to an object or profession based on their experience, knowledge, and social environment. Perceptions of the farming profession are a crucial factor in determining young people's interest in engaging in agricultural activities. Young people with positive perceptions of the farming profession tend to have a higher interest in working in the agricultural sector. Conversely, perceptions that the farming profession is less prestigious, high-risk, and low-rewarding can reduce their interest in becoming farmers (Ilyas, 2022).

Palm Oil Farming Income

Farming income is the difference between the income earned by farmers and all costs incurred in the production process. The level of income earned from farming is a key consideration for young people in choosing careers. The higher the income generated from oil palm plantations, the greater the attractiveness of the sector to young people. Research shows that economic factors, particularly income and profit prospects, positively influence young people's interest in continuing family farming (Arvianti *et al.*, 2019; Ardiansyah, 2023; Tazkiyah, 2020).

The Relationship Between Perception of Profession and Farming Income and Generation Z's Interest in Becoming Farmers

Generation Z's interest in becoming farmers is influenced not only by economic factors but also by socio-psychological factors. Positive perceptions of the farming profession can increase pride and motivate young people to work in the agricultural sector. Furthermore, high farm incomes provide confidence that the agricultural sector can provide decent welfare. Therefore, perceptions of the farming profession and farm income are thought to jointly influence Generation Z's interest in becoming oil palm farmers (Arvianti *et al.*, 2019; Ardiansyah *et al.*, 2023; Ilyas, 2022).

RESEARCH METHODS

This research method uses a quantitative approach with a survey method to analyze the influence of perceptions of the oil palm farmer profession and farming income on Generation Z's interest in becoming farmers in Tanjung Jati Village, Binjai District, Langkat Regency. The study was conducted from May to June 2025. The study population was Generation Z aged 17–27 years who came from oil palm farming families, with a sample of 100 respondents determined using a purposive sampling technique based on certain criteria relevant to the research objectives. The data used consisted of primary data obtained through distributing questionnaires and direct interviews with respondents, as well as secondary data obtained from literature, scientific journals, and publications of related institutions. Variable measurements were carried out using a five-level Likert scale. Data analysis was carried out through validity tests, reliability tests, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests, and multiple linear regression analysis to test the effect of independent variables on the dependent variable. Hypothesis testing was carried out using the t-test to determine

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partial effects, the F-test to determine simultaneous effects, and the coefficient of determination (R^2) to measure the model's ability to explain the dependent variable (Sugiyono, 2019; Ghozali, 2021).

RESEARCH RESULT

CLASSICAL ASSUMPTIONS

Normality

The normality test aims to determine whether the residual data in the regression model is normally distributed or not. The test is conducted using the *One Sample Kolmogorov-Smirnov Test* (KS) method on *unstandardized residuals*, with the following criteria: data is said to be normally distributed if the Sig value is > 0.05 .

Table 1. Normality Test Results

Information		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	5.24513569
Most Extreme Differences	Absolute	.085
	Positive	.060
	Negative	-.085
Test Statistics		.085
Asymp. Sig. (2-tailed)		.092 ^c

Based on Table 1, the results of the normality test show that the Asymp. Sig. (2-tailed) value obtained is 0.092. This value is greater than 0.05 ($0.092 > 0.05$), so it can be concluded that the residual data is normally distributed. Thus, the normality assumption is met and multiple linear regression analysis can be performed. These results support the feasibility of the data obtained from 93 Generation Z respondents in Tanjung Jati Village as material for inferential statistical analysis.

Multicollinearity

A multicollinearity test was conducted to determine whether there was a strong relationship between the independent variables in the regression model, namely farmers' professional perceptions (X_1) and oil palm farming income (X_2). A good regression model should not experience multicollinearity. The assessment criteria used tolerance and VIF values, where multicollinearity does not occur if the tolerance value is > 0.10 and $VIF < 10$.

Table 2. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.237	4,556		-.272	.787		
	Perception	.590	.179	.378	3,286	.001	.514	1,947
	Income	.442	.170	.299	2,605	.011	.514	1,947

Based on Table 2, the Tolerance value for the professional perception (X_1) and farm income (X_2) variables is 0.514, greater than 0.10. In addition, the VIF value for both variables is 1.947, less than 10. These results indicate that the regression model does not experience multicollinearity symptoms. Although the two variables have a fairly strong relationship with a correlation coefficient of 0.697, the VIF value is still far below the maximum limit indicating that professional perception and farm income are still suitable for use together in multiple linear regression analysis. Thus, there is no problem of multicollinearity in this research model.

Heteroscedasticity

The heteroscedasticity test is performed to determine whether the variance of residuals from one observation to another is homogeneous (homokedasticity). A good regression model is free from heteroscedasticity. This test is performed through a scatterplot analysis between the Studentized Residual (SRESID) and the Standardized Predicted Value (ZPRED).

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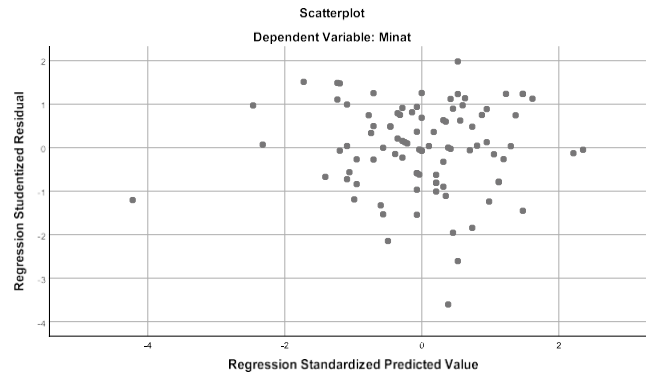


Figure 1. Heteroscedasticity Test Results

Based on the Scatterplot graph in the SPSS output, it can be seen that the data points are randomly distributed above and below the 0 mark on the Y-axis and do not form a specific pattern. This indicates that there is no heteroscedasticity in the regression model, thus meeting the homoscedasticity assumption. This random pattern also confirms that the residual variation is constant for each predicted value, which is an important requirement for efficient regression coefficient estimation.

MULTIPLE LINEAR REGRESSION ANALYSIS

After all classical assumption tests are met, multiple linear regression analysis can be conducted to examine the perception of the farming profession (X_1) and farming income (X_2) on Generation Z's interest in becoming farmers (Y). In accordance with the established general equation, the regression model constructed is:

Table 3. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.237	4,556		-.272	.787		
	Perception	.590	.179	.378	3,286	.001	.514	1,947
	Income	.442	.170	.299	2,605	.011	.514	1,947

Based on Table 3, the multiple linear regression equation formed is as follows:

$$Y = -1.237 + 0.590 X_1 + 0.442 X_2$$

Information:

Y = Interest

X_1 = Perception

X_2 = Income

The interpretation of the regression equation is as follows:

- The constant (α) = -1.237 indicates that if the variables of professional perception (X_1) and farm income (X_2) are 0, then the value of Generation Z's interest in becoming a farmer (Y) is -1.237. This value is mathematical and cannot be interpreted practically considering that no respondents have a score of zero on both variables.
- The Perception Coefficient of the Profession (b_1) = 0.590 indicates that every 1 unit of the perception score of the farming profession (X_1) will increase Generation Z's interest in becoming a farmer (Y) by 0.590, assuming the farm income variable (X_2) is constant. This is in line with existing perception theory, which states that a positive perception of the farming profession will encourage an increase in the interest of the younger generation in choosing that profession.
- The Farming Income Coefficient (b_2) = 0.442 indicates that every 1 unit increase in the farming income score (X_2) will increase Generation Z's interest in becoming a farmer (Y) by 0.442, assuming the profession perception variable (X_1) is constant. This finding is in line with the farming income theory, which states that stable income is the primary motivation for the younger generation to remain involved in the agricultural sector (Arvianti et al., 2019) .

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HYPOTHESIS TESTING

Partial Test (t-Test)

The t-test was conducted to determine the partial influence of each independent variable on the dependent variable. The hypothesis in this study is:

H₁ : Perception of profession (X₁) has a significant influence on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village.

H₂: Income from oil palm farming (X₂) has a significant influence on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village.

Table 4. Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.237	4,556		-.272	.787
	Perception	.590	.179	.378	3,286	.001
	Income	.442	.170	.299	2,605	.011

1. The Influence of Profession Perception (X₁) on Generation Z's Interests (Y)

Based on Table 4.10, the profession perception variable (X₁) obtained a t-value of 3.286 with a Sig. value of 0.001. Since the Sig. value of 0.001 < 0.05, H₀ is rejected and H₁ is accepted. This means that profession perception has a partial positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. The standardized Beta value of 0.378 indicates that profession perception is a variable that has a relatively greater influence on interest than farm income. These results are in line with research (Tampi et al., 2021) and support the Theory of Planned Behavior which states that a positive attitude or perception towards a profession will increase a person's interest in choosing that profession (Ajzen, 1991).

2. The Influence of Farm Income (X₂) on Generation Z's Interests (Y)

Based on Table 4.10, the farm income variable (X₂) has a t-value of 2.605 with a Sig. value of 0.011. Since the Sig. value of 0.011 < 0.05, H₀ is rejected and H₂ is accepted. This means that farm income has a partial positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. The standardized Beta value of 0.299 indicates that farm income has a positive contribution to this interest. This finding is in line with the opinion of (Arvianti et al., 2019) who stated that income is an important factor in attracting the interest of the younger generation to the agricultural sector, and is supported by the results of research (Tazkiyah, 2020) and (Rappang, 2024) which show that economic factors and income prospects influence the interest of the younger generation to work in the agricultural sector.

Simultaneous Test (F-Test)

The F test was conducted to determine whether the perception of profession (X₁) and farming income (X₂) together (simultaneously) have a significant effect on Generation Z's interest in becoming farmers (Y), as is the formulation of the third problem in this study, namely: H₃: Perception of profession (X₁) and palm oil farming income (X₂) together have a significant effect on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village. Criteria: H₃ is accepted if the Sig. value < 0.05.

Table 5. Simultaneous Test Results (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1616,775	2	808,387	28,745	.000 ^b
	Residual	2531.053	90	28,123		
	Total	4147.828	92			

Based on the results of the F test, the calculated F value was 28.745 with a significance value of 0.000. Since the significance value of 0.000 < 0.05, H₀ is rejected and H₃ is accepted. This means that the perception of the profession (X₁) and farm income (X₂) simultaneously have a significant effect on Generation Z's interest in becoming farmers (Y) in Tanjung Jati Village. These results indicate that a positive perception of the farming

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profession and high farm income can increase Generation Z's interest in working in the agricultural sector. This finding is in line with the Theory of Planned Behavior which states that interest is influenced by attitudes and perceptions of ability or feasibility in carrying out a behavior, where the perception of the profession reflects attitudes and farm income reflects perceived behavioral control (Ajzen, 1991).

COEFFICIENT OF DETERMINATION (R^2)

The coefficient of determination indicates that the dependent variable has significant variability and can be explained by the independent variable. In other words, the coefficient of determination is used to determine the extent to which the independent variable can explain the dependent variable. The coefficient of determination is determined by the R-square value, which can be seen in the following table:

Table 6. Results of the Determination Coefficient (R^2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.624 ^a	.390	.376	5,303	.390	28,745	2	90	.000

Based on Table 6, the R value of 0.624 indicates that the perception of profession (X_1) and farm income (X_2) have a fairly strong relationship with Generation Z's interest in becoming farmers (Y). The R Square (R^2) value of 0.390 indicates that 39.0% of the variation in Generation Z's interest can be explained by these two variables together, while the remaining 61.0% is influenced by other factors outside the study. Meanwhile, the Adjusted R Square of 0.376 strengthens these results by considering the number of variables in the model. This finding indicates that Generation Z's interest is not only influenced by the perception of profession and farm income, but also other factors such as family support, land access, and the social environment that were not examined in this study (Ajzen, 1991).

DISCUSSION

1. The Influence of Professional Perception on Generation Z's Interests

The results of the study show that the perception of the profession (X_1) has a positive and significant effect on Generation Z's interest in becoming a farmer (Y), with a t value of 3.286 and Sig. = 0.001 (<0.05). This means that the more positive Generation Z's perception of the farming profession, the higher their interest in pursuing the profession. This positive perception is formed from the view that the farming profession has good economic prospects, is promising, and is able to provide a decent future.

These findings align with the perception theory proposed by Kotler (1991) and Robbins and Judge (Nisa et al., 2023), which states that perception is an individual's process of assessing an object based on the information and experience received. These findings are also supported by research (Tampi et al., 2021), which concluded that positive perceptions of the farming profession can increase the interest of the younger generation in entering the agricultural sector. From the perspective of the Theory of Planned Behavior, professional perception reflects *attitudes toward behavior*. Therefore, the more positive attitudes Generation Z has toward the farming profession, the greater their interest in choosing it (Ajzen, 1991).

2. The Influence of Palm Oil Farming Income on Generation Z's Interests

The results of the study showed that farm income (X_2) had a positive and significant effect on Generation Z's interest in becoming farmers (Y), with a t-value of 2.605 and Sig. = 0.011 (<0.05). This indicates that the higher the income obtained from oil palm farming, the higher Generation Z's interest in becoming farmers.

These results align with the opinion of (Fadhilah & Rochdiani, 2021), who stated that farm income is an indicator of well-being and a determining factor in the attractiveness of the agricultural sector for the younger generation. Furthermore, (Arvianti et al., 2019) explained that a stable and adequate income can encourage young people to choose agriculture as a career. This finding is also supported by research by (Tazkiyah, 2020), (Ardiansyah, 2023), and (Ardiansyah et al., 2023), which shows that income prospects are a crucial factor in increasing youth interest in continuing farming. In the Theory of Planned Behavior, farm income is related to *perceived behavioral control*, namely the belief that the farming profession can provide adequate resources and profits in the future (Ajzen, 1991).

3. The Influence of Perception of Farming Profession and Income on Generation Z's Interests

The results of the study indicate that the perception of profession (X_1) and farm income (X_2) simultaneously have a positive and significant effect on Generation Z's interest in becoming farmers (Y), with an F value of 28.745 and Sig. = 0.000 (<0.05). The coefficient of determination (R^2) value of 0.390 indicates that both variables are able to explain 39.0% of the variation in Generation Z's interest in becoming farmers, while the remaining 61.0% is influenced by other factors outside the study.

These findings indicate that perceptions of profession and farm income jointly shape Generation Z's interest through socio-psychological and economic aspects (Ardiansyah et al., 2023). In the Theory of Planned Behavior, perceptions of profession represent *attitudes toward behavior*, while farm income represents *perceived behavioral control* (Ajzen, 1991). The results of this study align with the opinion (Siregar & Lubis, 2019) and research (Ardiansyah et al., 2023) which states that social perceptions and economic prospects are the main factors influencing youth interest in entering the agricultural sector. Therefore, increasing Generation Z's interest in becoming farmers needs to be done by fostering positive perceptions of the farming profession while simultaneously improving welfare through better farm income.

CONCLUSION

Based on the results of the research and discussion that has been conducted, it can be concluded that the perception of the farming profession has a positive and significant effect on Generation Z's interest in becoming farmers in Tanjung Jati Village. This is indicated by the calculated t value of 3.286 with a significance value of 0.001 <0.05 and a regression coefficient of 0.590. These results indicate that the more positive Generation Z's views on the farming profession, the higher their interest in working in the agricultural sector. In addition, income from oil palm farming also has a positive and significant effect on Generation Z's interest in becoming farmers. This is evidenced by the calculated t value of 2.605 and a significance value of 0.011 <0.05 and a regression coefficient of 0.442. These findings indicate that the higher the income obtained from oil palm farming, the higher Generation Z's interest in pursuing a profession as a farmer. Simultaneously, the perception of the farming profession and income from oil palm farming have a significant effect on Generation Z's interest in becoming farmers. The F test results show a calculated F value of 28.745 with a significance value of 0.000 <0.05 . In addition, the coefficient of determination (R^2) value of 0.390 indicates that 39% of the variation in Generation Z's interest in becoming farmers can be explained by the perception of the profession and farming income, while the remaining 61% is influenced by other factors outside the study, such as family environment, access to technology, education level, social support, and job opportunities in the non-agricultural sector. Thus, increasing Generation Z's interest in becoming farmers can be done through efforts to build a positive perception of the farming profession while increasing farming income to make it more attractive to the younger generation.

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