ANALYSIS OF YOUTH PERCEPTIONS OF THE AGRICULTURAL SECTOR IN DETUSOKO DISTRICT, ENDE DISTRICT: SEM-PLS APPROACH

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Abstract

This research has important meaning in the context of agricultural development and farmer regeneration in NTT. The findings of this research can provide valuable insights for regulators and stakeholders in designing appropriate policies to increase the younger generation's interest in agriculture and ensure the sustainability of an independent and sustainable agricultural sector in the region. The sampling technique used was Simple Random Sampling, with a sample size of 125 people from a youth population of 1,040 people, with a tolerance limit of 12%. This study seeks to identify factors influencing youth perceptions of agriculture in the region and will use data analysis to support its findings. Data collection methods include interviews, observation, questionnaires and documentation. The collected data will be analyzed using quantitative descriptive methods. The analysis tool of choice is Partial Least Square-Structural Equation Modeling (PLS-SEM) which is assisted by WrapPLS 7.0 software. PLS analysis aims to identify factors that influence youth perceptions of agriculture. The research results show that Social Status, Income, Land Area, Education, and Age have a positive and significant influence on youth perceptions of agriculture in the region. This means that these factors influence the way the younger generation views and responds to agricultural issues in their environment.

Keywords: ***Agriculture, Youth Perception, PLS-SEM***

1. INTRODUCTION

Agriculture plays a very important role in the Indonesian economy. However, the challenges facing the agricultural sector, especially in the context of farmer regeneration, have become a major concern in recent years. The majority of farmers today are elderly or elderly, who generally experience difficulties in managing their farming businesses. Thus, efforts to modify farmer regeneration are urgent. In East Nusa Tenggara (NTT) Province, which consists of many islands with high natural resource potential, the agricultural sector has an important contribution to the economy and people's livelihoods. However, in recent years, the agricultural sector in NTT has experienced a decline in the number of farmers which could threaten the sustainability of farming and food self-sufficiency. Youth perception of agriculture is a key factor in the regeneration of farmers in NTT. Young farmers have the potential to manage farming better than older farmers. They have stronger power, the ability to absorb the latest information in the agricultural sector, and apply the latest technology more effectively. However, the negative view of the farming profession and the mobility of labor from the agricultural sector to the non-agricultural sector have become serious challenges.

This research aims to examine youth perceptions of agriculture in Detusoko District, Ende Regency, NTT. Analysis will be carried out using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to understand the factors that influence youth perceptions of agriculture and how these perceptions can influence their participation in the agricultural sector. This research has important significance in the context of agricultural development and farmer regeneration in NTT. The research results can provide valuable insights for regulators and stakeholders in designing appropriate policies to increase youth interest in agriculture and ensure the continuity of an independent and sustainable agricultural sector in the region.

2. LITERATURE REVIEW

Perception

Perception is the process of translating incoming stimuli into the sense organs or the ability of the five senses to translate stimuli. Perceptions can be positive perceptions and negative perceptions which will influence real actions. Perception can be defined as a process

giving meaning, interpretation of stimuli and sensations received by individuals, and is greatly influenced by internal and external factors for each individual (Arifin et al., 2017). Various perceptions include the following:

1. Visual perception (vision)
2. Auditory perception (hearing or ear)
3. Tactile perception (skin)
4. Olfactory perception (nose)
5. Taste perception (tongue)
6. Selective perception

Selective perception is selectively interpreting what someone sees based on itinterest, background,experience,Andattitudesomebody. According to Toha (2003) in (Arifin et al., 2017) the factors that influence perception are as follows:

Farming Work

Farming is a profession that involves managing land and natural resources to produce agricultural products. Although agricultural activities can be a rewarding hobby, they are often looked down upon in society. Many people prefer other professions, such as factory workers, because agriculture is considered less prestigious and economically unpromising. One of the main challenges in agriculture is income uncertainty. Factors such as uncertain climate and crop failure often contribute to farmers' losses. This is often caused by farmers' lack of knowledge and competence in managing their farming businesses. The negative stigma towards the farming profession makes the agricultural sector less attractive to the younger generation. To face this challenge, farmers need to have high knowledge and competence. This competency includes the ability to plan and manage farming well. Farmers need to act as managers in their farming business, carry out their tasks with discipline, and understand the ins and outs of the farming business they are involved in. This includes knowledge about appropriate planting times, fertilization, crop management, sources of capital, processing of agricultural products, and marketing of agricultural products. By increasing farmer competency and changing negative perceptions of agriculture, this sector can become more attractive to the younger generation. This can help maintain agricultural sustainability and reduce the economic uncertainty often experienced by Top of Form farmers

Youth

According to Law no. 40 (2009) youth are Indonesian citizens who are entering an important period of growth and development aged 16 (sixteen) to 35 (thirty five) years. Youth are often busy developing their own potential and developing culture. This process occurs because of a search for identity or a feeling of wanting recognition. According to Naafs & White (2012), the key to the conventional categorization of youth is that it is not one of the dominant dimensions of youth identity in transitionality. Youth seem to have great interest in culture and lifestyle. They are less interested in practical activities and interests. According to Law no. 40 (2009) youth development aims to create young people who believe and are devoted to God Almighty, have noble character,

are healthy, intelligent, creative, innovative, independent, democratic, responsible, competitive, and have the spirit of leadership, entrepreneurship, pioneering and nationality based on Pancasila and the 1945 Constitution of the Republic of Indonesia within the framework of the Unitary State of the Republic of Indonesia. Youth play an active role as a moral force, social control, and agents of change in all aspects of national development.

3. IMPLEMENTATION METHOD

This research aims to understand youth perceptions of agriculture in Detusoko District, Ende Regency, through a survey with primary data from interviews and questionnaires as well as secondary data on demographics, geography and village maps. Data collection was carried out from June to July 2023 in Detusoko District, which was chosen because it has many young people working in the non-agricultural sector and agricultural land that has turned into industry. The sampling technique used Simple Random Sampling with a sample size of 125 from a youth population of 1040 people, in accordance with a tolerance limit of 12%. This research will identify factors influencing youth perceptions of agriculture in the region and use data analysis to support the findings. The following is a calculation for determining the number of samples that must be taken:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{1040}{1 + 1040.\ (0,1)^2}$$

n = 125 sampel

In this research, data collection was carried out through interview techniques, observation, questionnaires and documentation. The collected data will be analyzed using quantitative descriptive methods. The analysis tool used is Partial Least Square-Structural Equation Modeling (PLS-SEM) with the help of WrapPLS 7.0 software. PLS analysis aims to identify factors that influence youth perceptions of agriculture.

4. RESULTS AND DISCUSSION

Descriptive analysis of variables

Based on the questionnaire that was given to 125 respondents, to find out the majority of respondents' answers to each item, the Sturges formula can be created as follows:

Table 1. Interpretation of Average Respondent Answers

Average interval	Statement
1.0 – 1.79	Very Not Good
1.8 – 2.59	Not good
2.6 – 3.39	Currently
3.4 – 4.19	Good
4.2 – 5.00	Very good

Table 2. Interpretation of Average Respondent Answers

	Mean	Std. Deviation	Minimum	Maximum
X3.1	1124.96	1269.67	200	5500
X4.1	11.29	2.22	9	18

Frequency Distribution of Social Status Variables

The social status variable contains two indicators which are arranged into 2 questions which are given to respondents to answer. Respondents' answers can be seen in Table 3 below:

Table 3. Frequency Distribution of Social Status Variables

Items	SS		S		RR		T.S		STS		Amount		Average
	f	%	f	%	f	%	F	%	f	%	Amount	%	Items
X1.1	23	18.40	96	76.80	2	1.60	4	3.20	0	0.00	125	100	4.10
X1.2	17	13.60	102	81.60	2	1.60	4	3.20	0	0.00	125	100	4.06
Grand Mean													4.08

Source: Primary data processed in 2023

In Table 3 it can be seen that from 125 respondents, respondents' assessments were obtained regarding the social status variable. The average calculation result for the Social Status variable is 4.08. These results indicate that the Social Status variable has a good assessment category.

Frequency Distribution of Income Variables

The Income variable contains four indicators which are arranged into 4 questions which are given to respondents to answer. Respondents' answers can be seen in Table 4 below:

Table 4. Frequency Distribution of Income Variables

Items	SS		S		RR		T.S		STS		Amount		Average
	F	%	f	%	f	%	F	%	f	%	Amount	%	Items
X2.1	0	0.00	58	46.40	18	14.40	49	39.20	0	0.00	125	100	3.07
X2.2	0	0.00	75	60.00	15	12.00	35	28.00	0	0.00	125	100	3.32
X2.3	0	0.00	75	60.00	19	15.20	31	24.80	0	0.00	125	100	3.35
X2.4	0	0.00	58	46.40	32	25.60	35	28.00	0	0.00	125	100	3.18
Grand Mean													3.23

Source: Primary data processed in 2023

In Table 4 it can be seen that from 125 respondents, respondents' assessments were obtained regarding the Income variable. the calculation result of the average Income variable is 3.23. These results indicate that the Income variable has a medium assessment category.

Frequency Distribution of Youth Perception Variables

The Youth Perception variable contains four indicators which are arranged into several questions which are given to respondents to answer. Respondents' answers can be seen in Table 5 below:

Table 5. Frequency Distribution of Youth Perception Variables

Items	SS		S		RR		T.S		STS		Amount		Average
	F	%	f	%	f	%	F	%	f	%	Amount	%	Items
Y1	0	0.00	61	48.80	0	0.00	64	51.20	0	0.00	125	100	2.98
Y2	0	0.00	81	64.80	7	5.60	34	27.20	3	2.40	125	100	3.33
Y3	0	0.00	85	68.00	15	12.00	25	20.00	0	0.00	125	100	3.48
Y4	0	0.00	85	68.00	3	2.40	37	29.60	0	0.00	125	100	3.38
Grand Mean													3.29

Source: Primary data processed in 2023

In Table 5 it can be seen that from 125 respondents, respondents' assessments were obtained regarding the Youth Perception variable. The average calculation result for the Youth Perception variable is 3.29. These results indicate that the Youth Perception variable has a medium assessment category.

Partial Least Square (PLS) Analysis

a. Evaluation of the Measurement Model (Outer Model)

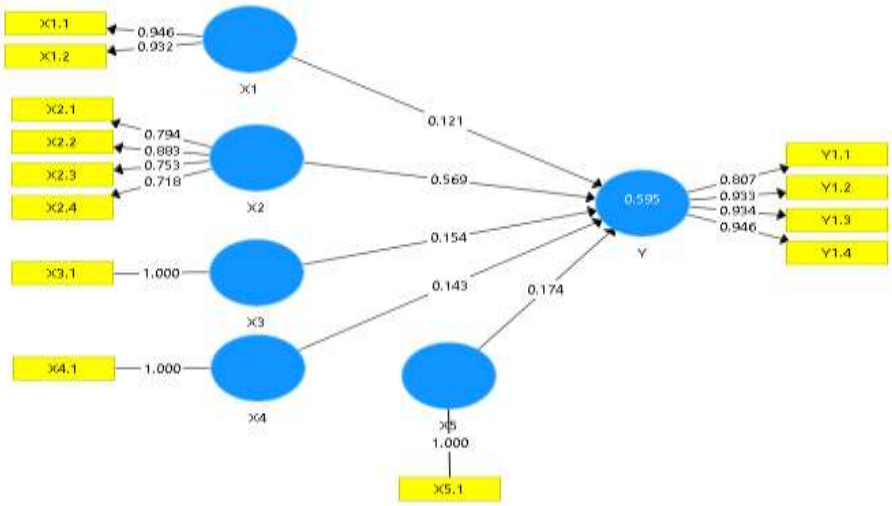

Figure 1. Measurement Model (Outer Model)
Source: Data Processing with PLS, 2023

There are three criteria for using data analysis techniques with SmartPLS to assess the outer model, namely Convergent Validity, Discriminant Validity and Composite Reliability. Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores/component scores estimated with PLS software. An individual reflexive measure is said to be high if it correlates more than 0.70 with the construct being measured.

b. Convergent Validity (Convergent Validity)

Table 6. *Outer Loading*

	X1	X2	X3	X4	X5	Y
X1.1	0.946					
X1.2	0.932					
X2.1		0.794				
X2.2		0.883				
X2.3		0.753				
X2.4		0.718				
X3.1			1,000			
X4.1				1,000		
X5.1					1,000	
Y1.1						0.807
Y1.2						0.933
Y1.3						0.934
Y1.4						0.946

Source: Data processing with SmartPLS (2023)

Table 6 describes the loading factor value (convergent validity) of each indicator. A loading factor value > 0.7 can be said to be valid. From this table, it is known that all loading factor values of Social Status (X1), Income (X2), Land Area (X3), Education (X4), Age (X5) and Youth Perception (Y) are greater than 0.70. This shows that the indicators are valid.

c. Discriminant Validity (Discriminant Validity)

Table 7. Cross Loading Value

	X1	X2	X3	X4	X5	Y
X1.1	0.946	0.222	0.189	0.162	0.167	0.334
X1.2	0.932	0.260	0.256	0.034	0.042	0.298
X2.1	0.149	0.794	0.023	-0.018	0.234	0.454
X2.2	0.307	0.883	0.243	0.175	0.261	0.755
X2.3	0.090	0.753	0.037	0.201	0.195	0.424
X2.4	0.197	0.718	0.128	0.006	0.140	0.431
X3.1	0.235	0.160	1,000	0.166	0.038	0.304
X4.1	0.109	0.128	0.166	1,000	0.374	0.320
X5.1	0.115	0.269	0.038	0.374	1,000	0.401
Y1.1	0.239	0.695	0.146	0.250	0.376	0.807
Y1.2	0.365	0.639	0.350	0.309	0.354	0.933
Y1.3	0.276	0.569	0.307	0.291	0.344	0.934
Y1.4	0.338	0.586	0.297	0.307	0.374	0.946

Source: Data Processing with PLS, 2023

Based on the cross loading values, it can be seen that all the indicators that make up each variable in this study (the values in bold) have met discriminant validity because they have the largest outer loading values for the variables they form and not for other variables. Thus, all indicators in each variable in this research have met discriminant validity.

The next valid discriminant test uses Fornell Larcker. The test results can be seen in the following table:

Table 8. Fornell Larcker's discriminant validity value

	X1	X2	X3	X4	X5	Y
X1	0.939					
X2	0.255	0.789				
X3	0.235	0.160				
X4	0.109	0.128	0.166			
X5	0.115	0.269	0.038	0.374		
Y	0.338	0.690	0.304	0.320	0.401	0.907

Source: Data Processing with PLS, 2023

Based on Fornell-Larcker Criterion calculations, it was found that the correlation value between variables was still below the square root value of AVE (bold), thus all indicators in each variable in this study met discriminant validity. Meanwhile, the Income, Age and Education variables do not have an AVE because they are included in the Formative model.

Reliability Evaluation

Table 9. *Reliability*

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.866	0.937	0.881
X2	0.801	0.868	0.623
Y	0.926	0.948	0.822

Source: Data Processing with PLS, 2023

The AVE value for the four constructs is greater than 0.5, so it can be concluded that the evaluation measurement model has good discriminant validity. Apart from construct validity testing, construct reliability testing was also carried out which was measured using criteria tests, namely composite reliability and Cronbach alpha from the indicator block that measured the construct. A construct is declared reliable if the composite reliability and Cronbach alpha values are above 0.70. So it can be concluded that the construct has good reliability.

a. Structural Model Evaluation (Inner Model)

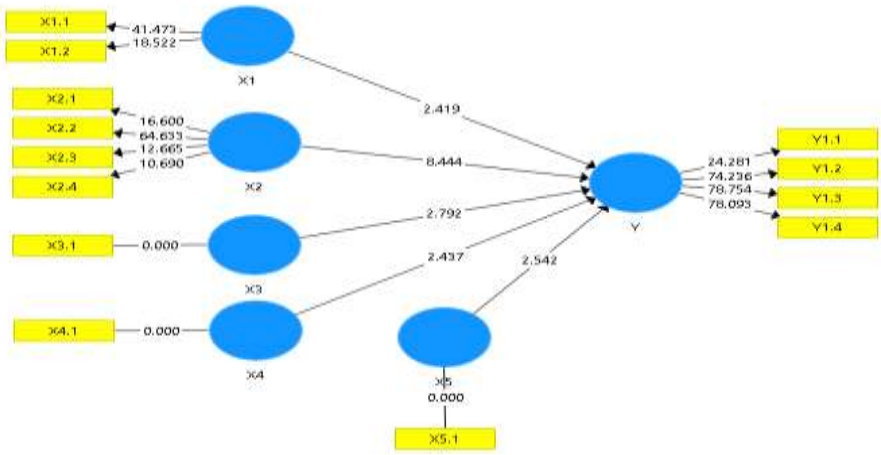

Figure 2. Structural Model (Inner Model)
Source: Data Processing with PLS, 2023

b. *R-Square*(R2)

Table 10. *R-Square Value*

Variable	**R Square**
Y	0.595

Source: Data processing with PLS, 2023

In principle, this research uses 1 variable which is influenced by other variables, namely the Youth Perception variable (Y) which is influenced by the variables Social Status (X1), Income (X2), Land Area (X3), Education (X4), and Age (X5).

Table 5.11 shows the R-square value of Youth Perception of 0.595, this value shows that the Youth Perception variable (Y) is influenced by Social Status (X1), Income (X2), Land Area (X3), Education (X4), and Age of 59, 5% while the remaining 40.5% is influenced by other variables outside those studied.

c. Predictive Relevance (Q2)

Based on table 10, the calculation of predictive relevance is as follows:

Q2 value = 1 – (1 – R2)
Q2 value = 1 – (1 – 0.595)
= 0.595
Information :
Q2 : Predictive Relevance value
R12 : mark*R-Square*Youth Perception variable

From the results of these calculations, it is known that the Q2 value is 0.595, meaning that the amount of diversity in research data that can be explained by the designed structural model is 59.5%, while the remaining 40.5% is explained by other factors outside the model. Based on these

results, it can be said that the structural model in this study is quite good because it is closer to the value of 1.

Research Hypothesis Testing

Table 11. Path Coefficient (Mean, STDEV, T-Values)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
X1 -> Y	0.121	2,419	0.016	Significant
X2 -> Y	0.569	8,444	0,000	Significant
X3 -> Y	0.154	2,792	0.005	Significant
X4 -> Y	0.143	2,437	0.015	Significant
X5 -> Y	0.174	2,542	0.011	Significant

Source: Data Processing with PLS, 2023

The structural equation obtained is :

Y = 0.121 X1 + 0.569 X2 + 0.154 X3 + 0.143

The significance of the estimated parameters provides very useful information regarding the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Hypothesis testing can be done by comparing t-statistics with t-tables. The t-table can be obtained from 125 respondents and in the end the t-table is 1.960. Table 5.12 provides the estimation output for testing the structural model.

Hypothesis 1

The value of the Social Status variable on Youth Perception with a path coefficient of 0.121 and a t statistic of 2.419, this value is greater than the t table (1.960) or $p \leq 0.05$. From the results above, it shows that H0 is rejected and H1 is accepted. This means that the first hypothesis is accepted. So Social Status has a direct and significant positive influence on Youth Perception.

H1 : Social Status has a direct and significant positive influence on Youth Perception.

Hypothesis 2

From the results of data processing using SmartPLS, the original sample value (O) was obtained, which is the path coefficient value and the statistical t value to show its significance. The results of testing the second hypothesis show that the relationship between the Income variable and Youth Perception shows a path coefficient value of 0.569 with a statistical t value of 8.444. This value is greater than the t table (1.960) and is significant or $p < 0.05$. From the results above, it shows that H0 is rejected. This means the second hypothesis is accepted. This means that income has a direct and significant positive influence on youth perceptions.

H2 : Income has a direct and significant positive influence on Youth Perception.

Hypothesis 3

Land area has a positive influence on Youth Perception with a path coefficient of 0.154 and a t statistic of 2.792 which is greater than the t table (1.960) or $p < 0.05$. From the results above, it shows that H0 is rejected, this means the third hypothesis is rejected. Which means that land area has a direct and significant positive influence on youth perception.

H3 : Land area has a direct and significant positive influence on youth perceptions.

Hypothesis 4

Education has a positive influence on Youth Perception with a path coefficient of 0.143 and a t statistic of 2.437, greater than the t table (1.960) and significance or p < 0.05. From the results above, it shows that H0 is rejected. This means that the fourth hypothesis is accepted. Which means that education has a direct and significant positive influence on youth perceptions.

H4 : Education has a direct and significant influence on Youth Perception.

Hypothesis 5

Age has a positive influence on Youth Perception with a path coefficient of 0.174 and a t statistic of 2.542, greater than the t table (1.960) and significance or p < 0.05. From the results above, it shows that H0 is rejected. This means that the fourth hypothesis is accepted. Which means that age has a direct and significant positive influence on youth perceptions.

H5 : Age has a direct and significant influence on Youth Perception.

Discussion

InfluenceSocial Status (X1) on Youth Perception (Y)

In the results of the analysis using the PLS method, the calculated t value was 2.419 with sig. t is 0.016 with a t table of 1.96 so that the Social Status variable has an influence on Youth Perception. If we look at the significance value of t, it is 0.016, which is smaller than the alpha used, namely 0.016 < 0.05. So it can be concluded that Social Status has a significant influence on Youth Perception.

Influence of Income (X2) on Youth Perception (Y)

In the results of the analysis using the PLS method, the calculated t value was 8.444 with sig. t is 0.000 with a t table of 1.96 so that the Income variable has an influence on Youth Perception. If we look at the significance value of t, it is 0.000, which is smaller than the alpha used, namely 0.000 < 0.05. So it can be concluded that income has a significant positive influence on youth perceptions.

Influence of Land Size (X3) on Youth Perception (Y)

In the results of the analysis using the PLS method, the calculated t value was 2.792 with sig. t is 0.005 with a t table of 1.96 so that the Land Area variable has a significant influence on Youth Perception. If we look at the significance value of t, it is 0.005, which is smaller than the alpha used, namely 0.005 < 0.05. So it can be concluded that land area has a significant influence on youth perceptions.

Influence of Education (X4) on Youth Perception (Y)

In the results of the analysis using the PLS method, the calculated t value was 2.437 with sig. t is 0.015 with a t table of 1.96 so that the Education variable has an influence on Youth Perception. If we look at the significance value of t, it is 0.015, which is smaller than the alpha used, namely 0.015 < 0.05. So it can be concluded that education has a significant influence on youth perceptions.

Influence of Age (X5) on Youth Perception (Y)

In the results of the analysis using the PLS method, the calculated t value was 2.542 with sig. t is 0.011 with a t table of 1.96 so that the Age variable has an influence on Youth Perception. If we look at the significance value of t, it is 0.011, which is smaller than the alpha used, namely 0.011 < 0.05. So it can be concluded that age has a significant influence on youth perceptions.

5. CONCLUSION

Based on the problems that have been formulated, the results of the analysis and hypothesis testing that have been carried out in the previous chapter, the following conclusions can be drawn from the research carried out:

1. **Social Status Variable**: The research results show that Social Status has a positive and significant effect on Youth Perception. Evidenced by the calculated t value > 1.96, this result confirms the significant influence of the Social Status factor on how young people evaluate their environment.
2. **Income Variable**: The research results also indicate that income influences youth perceptions in a positive and significant direction. The calculated t value > 1.96 indicates that a person's income level has a significant impact on their perception of various aspects of their environment.
3. **Land Area Variable**: Our findings show that Land Size has a positive and significant influence on Youth Perceptions. With a calculated t value > 1.96, these results confirm that the size of land owned or accessed by young people influences the way they see the world around them.
4. **Education Variable**: Education variables are also proven to have a positive and significant effect on Youth Perceptions. With t count > 1.96, we can conclude that the level of education plays an important role in shaping young people's perceptions of their reality.
5. **Age Variable**: The research results show that age has a positive and significant effect on youth perception. Proven by the calculated t value > 1.96, this shows that the age factor plays a role in how young people perceive and respond to changes in their environment.

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