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Sustainable Entrepreneurial Intention of Youth for Agriculture Start-Up: An Integrated Model

Elsy Lediana *, Tomy Perdana, Yosini Deliana and Tuhpawana P. Sendjaja

Agricultural Social-Economics Department, Faculty of Agriculture, Padjadjaran University, Sumedang 45363, Indonesia
* Correspondence: elsy19001@mail.unpad.ac.id

Abstract: Entrepreneurship is an important issue in the economy of a developing nation. However, the development of entrepreneurs in Indonesia is still very low when compared to other countries. Therefore, the purpose of this research is to analyze the determinants of the Sustainable Youth Entrepreneurial Intention for Agricultural start-ups. Analysis was performed using the Structural Equation Model. In addition, an analysis of the main factors of interest for Sustainable Youth Entrepreneurship In Agricultural start-ups uses Smart PLS 3.2.9 on questionnaire data from 738 youth respondents in Indonesia. The results show that attitude, subjective norm, and behavioral control variables have a significant influence on the model of Shapero's entrepreneurial event (perceived desirability and perceived feasibility) and the sustainable intention of entrepreneurship in agriculture start-ups. Based on the research results, this study can be a reference for practitioners in increasing their sustainable entrepreneurial intention by applying the significance activation method to increase academic behavior and interest. In addition, the government can socialize more projects and training programs or entrepreneurship programs to increase the interest of the younger generation in relation to agricultural start-ups as part of the strategy.

Keywords: entrepreneurship; sustainable; young generation; start-up; agriculture

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1. Introduction

Entrepreneurship relates to potential activities, including product innovation, risk-taking, and a proactive attitude aimed at facilitating corporate renewal and sustainability because of its capacity to effectively harness entrepreneurs' innovative and creative ideas through patent registration, technologically advanced concept development, and intellectually stimulating workplace engineering [1]. In a state, entrepreneurship is an important issue in improving the country's economy [2,3]. It is also widely recognized by all regional actors (government, academia, and industry) as the main driver of the people's economy [4]. The existence and function of these entrepreneurs affect the development or economic stagnation of a country [5]. Of course, having young people and an entrepreneurial community can help the country to develop more [6–8].

In developed countries, both in Europe and the United States, new entrepreneurs are created every month. This entrepreneurial growth brings extraordinary economic growth so that the more a country has entrepreneurs, the more the economy will increase [9–14]. Likewise, in developing countries like Indonesia, entrepreneurship has long been introduced as an effort to drive the economy. However, the number of entrepreneurs in Indonesia is still very small compared to other countries in Asia [15,16]. Indonesia still needs to improve to catch up with neighboring countries [17–19]. For example, Japan's economic success has been partly driven by entrepreneurs, who comprise 2% of the population at the middle level and 20% of the total population of small entrepreneurs. In addition, other countries experiencing economic growth thanks to entrepreneurs include Malaysia, where 5% of the population are entrepreneurs; Singapore, with 7%; and the United States, where more than 12% of the population are entrepreneurs [20].

Looking at the current situation in Indonesia, the number of entrepreneurs is still small, and the quality cannot be said to be prime to support the economy. Thus, the entrepreneurial problem becomes a critical issue for the country's economic development in Indonesia [14,16,18]. For this reason, the Government of Indonesia has attempted several things to overcome the low number of entrepreneurs in Indonesia [21]. Since 2010, the government has launched the National Entrepreneurship Movement, which aims to create new entrepreneurs. The movement is a cross-ministerial program in the form of entrepreneurship campaigns, public education, training, funding, and coaching. Moreover, the Government of Indonesia has also made several efforts to increase entrepreneurship in society [20,22]. One form of entrepreneurship that is currently the focus of the Indonesian Government is start-ups because a start-up is a form of technology-based entrepreneurship [18,23]. Start-ups are companies started by entrepreneurs to find, effectively develop, and validate business models that can be developed [5].

The development of start-ups in the 21st century is driven by the development of science and technology, changes in business models, globalization, climate change, the digital economy, and industry 4.0 [19,21,24,25]. The start-up revolution that has occurred due to digital disruption has created giant worldwide companies that initially started from the garages of these technopreneurs [24–26]. In other words, this start-up emerged in line with digital disruption as indicated by the increase in internet users worldwide, especially in Indonesia, which reached 102 million users and ranks 6th in the world as internet users whose growth is relatively fast [27–29]. According to data from e-marketers, it is estimated that the growth of internet users in Indonesia in 2018 will reach more than 120 million [17,19–21]. This is also reinforced by the statement that agricultural start-ups in Indonesia began to emerge due to the widespread use of the internet and the emergence of businesses related to internet technology [23,30]. However, unlike the case with the use of technology associated with farmers, data from the 2018 Agricultural Census shows that internet users among farmers are still very low; namely, only 13% of Farmers have used the internet [28,31].

The problems that arise with the existence of start-ups, such as lack of access to capital, can be successfully overcome by capital platforms such as Crowde, Igrow, Vestifarm, Tanifund, and other funding start-ups [32–34]. Marketing access problems have been successfully addressed by marketing platforms such as Sayurbox, Panen Id, regopantes, Tanihub, limakilo, and other start-up companies. Then Access Assistance and the provision of Agricultural Production Facilities. In addition, there are also other start-ups such as Eragano, Bursatani, and Qelisa, not to mention those who directly apply the Smart Farming concept, such as Habibie Garden, Efishery, and other extraordinary start-ups [35,36].

Given the current circumstances, it is possible to state that entrepreneurial intent has diminished as a result of the current bad scenario uncertainty, which has a detrimental effect on the development of entrepreneurial intention [37]. This is despite the fact that it is well recognized that understanding entrepreneurship begins with understanding entrepreneurial objectives since the desire to launch or operate a firm is expressed through these [38]. Moreover, despite the interest in entrepreneurial aspirations, the evidence regarding these intents in various entrepreneurship scenarios is still very weak. This is because the research on entrepreneurial intentions when the sustainability dimension is at stake is still in its infancy, and the majority of the literature has been devoted to examining standard entrepreneurial behavioral intents [39].

Meanwhile, several past studies have claimed that low entrepreneurial intention is caused by several factors by referencing a number of theories [1–4,8,23,33–36]. The theory of planned behavior (TPB) and the Shapero entrepreneurial event (SEE) model are the two most commonly employed theories or models to assess entrepreneurship as planned behavior in the existing literature [40,41]. Both models are successful at predicting intentions (reported variances range from 21–40% [38,42], but the predictors of intention in the theory of planned behavior do not provide enough or essential reasons for the formation of intention [43,44]. According to this hypothesis, attitude characteristics, subjec-

tive norms, and behavioral control play a significant role in determining entrepreneurial goals [45]. This is reinforced by several research results, which state that entrepreneurial intentions are influenced by attitudes [46–50], subjective norms [47,49–51], and behavioral control [47,49,50]. The effect of these direct determinants has been extensively tested in empirical studies and calls for further exploration of factors that explain latent entrepreneurial intentions [46,52,53]. In other words, TPB identified three proximal attitudinal components, including attitudes, subjective norms, and perceived behavioral control, that influences entrepreneurial ambitions [54,55]. According to Shapero and Sokol's entrepreneurship event model, desirability and feasibility are frequently related to attitude and control variables in the theory of planned behavior [56,57]. Little consideration has been paid to this integration in entrepreneurship research, despite the fact that it is thought to be applicable and valuable in many different fields.

As previously stated, despite the increasing trend for social responsibility and environmental integrity in the business sector [58], research on sustainable entrepreneurship intentions and behaviors has still been limited, just as before, particularly in comparison to research on traditional entrepreneurship [39,59–61]. An important section of the literature has always been primarily focused on establishing a basic framework that can direct subsequent scientific investigation, in which closed abstract ideas for sustainable entrepreneurship, including circular economies [62], social entrepreneurship [63], environmental entrepreneurship, or eco-entrepreneurship [64], as well as sustainable entrepreneurship, have been developed [65,66]. Applying theoretical concepts like the theory of planned behavior and the SEE model, whose key constructs describe sustainable entrepreneurial ambitions, as well as further investigating the factors, become pertinent study directions. In addition, it is necessary to know how entrepreneurs are accustomed to carrying out agricultural activities through start-up companies so that the business of these start-ups can take place and survive. Therefore, this study aims to analyze the determinants of Sustainable Youth Entrepreneurial Interest in Agricultural start-ups. The novelty of this research is to further analyze the factors of sustainable young entrepreneur interest in agricultural start-ups. The analysis was carried out to provide answers to the research questions, namely, the extent to which the variable subjective norms of attitude and behavior control have an influence on the Shapero entrepreneurship event model (perceived desirability and perceived feasibility) and the intention to continue entrepreneurship in agricultural start-ups. The information on the determinants of youth entrepreneurship interest in agricultural start-ups can help support practical business among prospective entrepreneurs. Based on the results of the research conducted, it is hoped that the study can become a reference for the government in increasing Youth Entrepreneurial Interest in Indonesia.

2. Literature Review

Entrepreneurship is considered the basis of the economy, and various efforts to support the development of entrepreneurship have become a topic of ongoing study. Sustainable entrepreneurship might have emerged as a science subject of research as individuals become more aware of the importance of social and environmental sustainability. Numerous studies focusing on traditional entrepreneurship have drawn on psychological theories, such as the theory of planned behavior, to analyze entrepreneurial and business behavior [67]. The planned behavior theory is one of the most commonly used and extensively researched theories for gauging entrepreneurial intentions [38,54]. As such, some studies have made use of planned behavior theory to understand how unique entrepreneurial intentions, including sustainable entrepreneurship [68]. Further investigation is, however, needed in the area of sustainable entrepreneurship. Therefore, the aim of this research is to evaluate a model that explains sustainable entrepreneurial intentions through the primary determinants of the theory of planned behavior (attitudes, subjective norms, and perceived behavioral control) and to develop it by incorporating Shapero's entrepreneurial event model (perceived desirability and perceived feasibility).

2.1. The Role of the Theory of Planned Behavior on Shapero's Entrepreneurial Event and Sustainable Entrepreneur Intention

Based on the theory of planned behavior, an individual's attitude (appeal or personal attractiveness) to behavior, social norms (the sense of 'ought-ness' institutionalized by individuals and forced by the social environment), and perceived behavioral control form entrepreneurial intentions [69]. Shapero's entrepreneurial event model suggested that three variables could indeed indicate entrepreneurial intentions: perceived desirability, perceived feasibility, and the propensity to act. The last construct recognizes that intentions are necessary but are not sufficient for completing an action. According to [38], significant steps could not be considered unless there is a readiness to start behaving. However, including this variable in Shapero's entrepreneurial event model is problematic because of the indicators that are used to predict the 'propensity to act' (e.g., the abstraction of control scale used by [70] or the Seligman's studied optimism scale used by [38] seem to be similar to the assessments of perceived behavioral control in the theory of planned behavior and the perceived feasibility in the Shapero's entrepreneurial event model). As a result, these measures converge, causing ambiguity and reducing potential assumptions about intentions both from models [42]. So, based on the explanation above, it can be described that the compatibility between the Shapero entrepreneurship program model and the theory of planned behavior for sustainable entrepreneurial intentions is determined by various factors. Namely, the theory of planning behavior's use of attitudes (ATT), subjective norms (SN), and perceived behavioral control (PBC), while the Shapero entrepreneur event model uses perceived desirability (PD) and perceived feasibility (PF). Furthermore, based on the relationships formed between variables, it is used in formulating hypotheses in this study.

People's attitudes toward certain behavioral responses, including entrepreneurship, reflect personal beliefs about them [71–74]. These beliefs can be positive or negative, and they influence how individuals behave, whether they act or do not act. A positive entrepreneurial attitude and willingness to start a business influence future entrepreneurial intention [75]. Where attitude has a relationship with the perception of desire [38,76], according to [77], attitude is positively related to perceived desire. The following hypotheses are proposed based on the above discussion:

Hypothesis 1a. *Attitude has a positive impact on perceived desirability.*

Furthermore, many studies have shown that attitude is the strongest predictor of entrepreneur intention [46–50,54,78–83]. As a result, if individuals recognize entrepreneurship as a much preferable career path and a beneficial option, they could start creating new business models and begin their own enterprises. Moreover, contrary to common belief, the attitude has already been found to be a minor predictor of entrepreneur intention [84]. The following hypothesis is proposed based on this discussion:

Hypothesis 2a. *Attitude has a positive impact on sustainable entrepreneur intention.*

Subjective norms are a focus on the thinking process of how individuals and their personal circle or influential others—such as parents, friends, and colleagues—might perceive one another when they are going to act or not act on a specific behavior, such as participating in entrepreneurial activities [85–87]. According to [88], subjective norms or social pressure have two types of views: normative belief and motivation for compliance. The normative component demonstrates the regard for whether those that are in positions of influence may disapprove or approve of their actions, like starting a business. The second aspect demonstrates the motivation to follow norms as well as a readiness to start behaving in accordance with the standards of individuals who have an influence on others and adopt their norms [38,76]. Moreover, the attitude aspect is related to the perception of desire [38]. This is reinforced by the research of [77], which stated that a subjective norm is

positively related to perceived desirability. The following hypothesis is proposed based on this discussion:

Hypothesis 1b. *Subjective norms have a positive impact on perceived desirability.*

Subjective norms reveal inconsistencies in previous research on entrepreneurship intentions. For example, it has been reported as one of the least significant or insignificant determinants of entrepreneur intention [54,78,89]. Other studies, on the other hand, have found subjective norms to be a strong predictor of entrepreneur intention [47,49–51,84,90]. A preferring-a-career-in-entrepreneurship direction is a big step because it is a social activity. As a result, individuals seek support and advice from those connected to them (significant others) and ones whose views may influence how individuals interact with or abstain from involving in entrepreneurial behavior [56]. The following hypothesis is proposed based on this discussion:

Hypothesis 2b. *Subjective norms have a positive impact on sustainable entrepreneur intention.*

Perceived behavioral control refers to individuals' assessment of how easy or difficult behavior is to be performed [50,87,88,91–93]. It is more probable that a task will be completed if it is perceived to be simple. Individuals are less likely to take part in activities that individuals perceive to be difficult. The absence or presence of required opportunities and resources influences PBC control beliefs, according to [57]. Those certain control beliefs, according to [88], are affected in part by previous experience with the behavior and attitude, but they are also affected by some used information about the behavior, the experiences of friends and acquaintances, as well as other factors that decrease or increase the perceived difficulty of conducting the in-question behaviors. The following hypothesis is proposed based on this discussion:

Hypothesis 1c. *Perceived behavioral control has a positive impact on the desirability and perceived feasibility.*

The research on entrepreneur intention confirms the relationship between perceived behavioral control and entrepreneur intention [47,49,50,54,78,82,84,90], among others. The following hypothesis is proposed based on this discussion:

Hypothesis 2c. *Perceived behavioral control has a positive impact on sustainable entrepreneur intention.*

2.2. The Role of Shapero's Entrepreneurial Event on Sustainable Entrepreneur Intention

According to Shapero's entrepreneurial event model, three variables can predict entrepreneurial intentions: perceived desirability, perceived feasibility, and propensity to act. The latter construct recognizes that intentions are required but not sufficient to carry out an action. This is reinforced by the research of [77] that stated that perceived desirability and perceived feasibility are positively related to sustainable entrepreneur intention. Thus, the following hypotheses are proposed based on this discussion:

Hypothesis 3a. *Perceived desirability has a positive impact on sustainable entrepreneur intention.*

Hypothesis 3b. *Perceived feasibility has a positive impact on sustainable entrepreneur intention.*

Furthermore, based on the existing hypotheses, a research framework is created that describes the relationship between the hypotheses given in Figure 1.

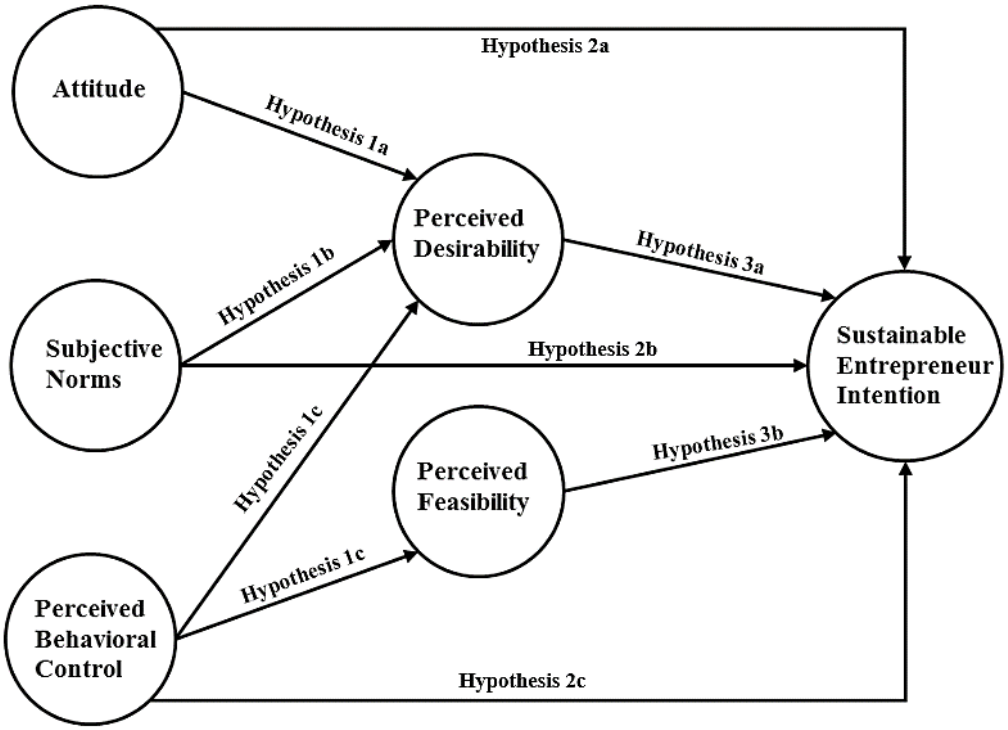


Figure 1. Research Framework. Source: author's own work.

3. Material and Methods

3.1. Research Methods

This research method uses a quantitative method. The quantitative method used in this study is a verification method used to test the truth of a hypothesis which is carried out through data collection in the field. The sampling technique in this study used a purposive proportional random sampling technique [94]. The data was collected from 738 respondents through a questionnaire distribution and information requests. The respondents were selected from the agricultural sector in Indonesia. The respondents' ages ranged from 19 to 35 years old because the research was mainly targeted at young people. In this research, variables are measured using a Likert scale, which regularly provides a value of 1 to 5 reaction categories ranging from strongly disagree (1) to strongly agree (5) and involves the respondents deciding whether participants agree or disagree with a set of statements about the specific object or situation [95,96]. The data collected has gone through a filtering process by removing data from respondents who are under 19 years old and over 35 years old so that the respondent data used in the study focused on the age range of 19 to 35 years. The preparation of the hypothesis in this study has also gone through a filtering process by fulfilling specific criteria, namely, stating a relationship between two or more variables in the study, testability, based on facts, and must be based on opinions or theories from experts or results from other relevant research. In addition, triangulation of research data sources was carried out by checking the validity of the data by utilizing various data sources such as papers, interview results, observation results, or also by interviewing more than one subject, considered to have a different point of view.

Descriptive analysis was used by researchers to provide information about the demographic characteristics of the respondents, which are given in Table 1.

In overcoming the bias that might occur in data collection that is unstructured and is very flexible, researchers make guidelines and checklists about the points that they want to collect data for in the study [97]. This is done so that important information and other facts that should be recorded can be included in the research method.

Table 1. Respondent Sample Data Demographics.

Characteristics of Respondents		Frequency (Person)	Percentage (%)
Based on Gender	Man	468	63.41%
	Woman	270	36.59%
By Age	19–24	386	52.30%
	25–30	262	35.50%
	31–35	90	12.20%
Based on Occupation	Student	253	34.28%
	Private employees	107	14.50%
	Farmer	186	25.20%
	Businessman	146	19.78%
	Other	46	6.23%

Source: Data analysis results.

3.2. Measurement Scale

As measurement instruments, this study used multi-item scales modified from previous studies. As mentioned below, the majority of the scales in this study were adapted to our context. All of these modifications were minor. To measure attitudes, this study modified [54] a six-item scale. To assess subjective norms, we modified the four-item scale developed by [54] and [81]. We modified the six-item scale developed by [54] to assess perceived behavioral control. Moreover, we adopted the Peterman and Kennedy's scale [77] of three items to measure perceived desirability. Our findings emphasized the scale's dependability. For perceived feasibility, five items measuring feasibility were also taken from Peterman and Kennedy [77]. Ref. [54] provided items associated with entrepreneurial intention. Table 2 illustrates the variables, measurement indicators, and source of each construct.

Table 2. Variables and Measurement of Research Model.

Variables	Indicator	Sources
Attitude	Advantages of being an entrepreneur	[54]
	Attractive career	
	Opportunity and resources	
	Satisfaction of being an entrepreneur	
	Various options	
Subjective Norms	Parents	[54,81]
	Siblings	
	Friends	
	Someone else who is important	
Behavior Control	Start a firm and keep it working	[54]
	Prepared to start a viable firm	
	Control the creation process	
	Necessary practical details	
	Develop an entrepreneurial project	
	High probability of succeeding	

Table 2. *Cont.*

Variables	Indicator	Sources
Perceived desirability	Love to start own business	[77]
	Tense to start own business	
	Enthusiastic to start own business	
Perceived feasibility	Easy to start own business	[77]
	Successful have own business	
	Won't be overworked	
	How to start a business	
	Sure about myself	
Intentions	Ready to do anything	[54]
	Professional goal	
	Every effort	
	Determined to create a firm	
	Seriously thought of starting a firm	
	Firm intention to start a firm	

3.3. Data Analysis and Hypothesis Testing

The hypothesis test used is Structural Equation Model (SEM) to determine the direct effect between variables. This study uses path analysis to determine the effect of attitudes, subjective norms, and behavioral control on Shapero's entrepreneurial event and sustainable entrepreneur intention. Path analysis is based on structural equation analysis (SEM) using partial least squares (PLS), while SEM is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data [98,99]. To test the construction validity and instrument reliability, the measurement model (the outer model in the form of confirmatory factor analysis) was used. The correlation between the indicator and variable scores demonstrates the measurement model's convergent validity. If the AVE value and the outer loading variable dimension both have a loading value greater than 0.5, the indicator is considered valid [100,101]. The values of the composite reliability and Cronbach's alpha were greater than 0.70 used in the reliability test [101–103]. The t-statistic test parameters and p-values were obtained from the structural model (inner model) to predict the evidence of a causal relationship using the bootstrapping process [98,102].

4. Results

Before any further discussion on the results and the factors that influence entrepreneurial intentions in agricultural start-up companies from the perspective of the theory of planned behavior and Shapero's entrepreneurial event model, a description of the research data will be carried out first. Subsequently, the model was tested on the data that had been collected using the test instrument. The discussion of the results of this study will then be described.

4.1. Measurement Model Testing (Outer Model)

Convergent validity is conducted to test the item level that is accurate to measure the object of research. In this research, the convergent validity can be seen from a loading-factor test. Following are the results of the factor loading score based on the results of the convergent validity test, which are given in Table 3.

Table 3. Convergent Validity Test.

Latent Variable	Indicator	Loading Factor	*t* Statistics	AVE (> 0.5)
Attitude	Advantages of being an entrepreneur	0.838	20.205	0.750
	Attractive career	0.900	37.767	
	Opportunity and resources	0.881	30.135	
	Satisfaction of being an entrepreneur	0.857	24.876	
	Various options	0.834	20.963	
Subjective Norms	Parents	0.817	16.044	0.706
	Siblings	0.892	45.796	
	Friends	0.897	35.329	
	Someone else who is important	0.745	14.231	
Behavior Control	Start a firm and keep it working	0.900	44.252	0.814
	Prepared to start a viable firm	0.879	15.881	
	Control the creation process	0.918	49.725	
	Necessary practical details	0.966	198.737	
	Develop an entrepreneurial project	0.889	27.328	
	High probability of succeeding	0.856	20.604	
Perceived desirability	Love to start own business	0.734	12.557	0.745
	Tense to start own business	0.919	58.115	
	Enthusiastic to start own business	0.948	107.907	
Perceived feasibility	Easy to start own business	0.809	14.252	0.718
	Successful have own business	0.879	15.881	
	Won't be overworked	0.818	49.725	
	How to start a business	0.765	19.737	
	Sure about myself	0.819	17.385	
Intentions	Ready to do anything	0.729	7.178	0.675
	Professional goal	0.843	15.037	
	Every effort	0.835	13.593	
	Determined to create a firm	0.872	17.223	
	Seriously thought of starting a firm	0.796	16.329	
	Firm intention to start a firm	0.745	14.231	

Source: Data analysis results.

Each indicator's loading-factor value is greater than 0.70, as can be seen in Table 3. This implies that each latent variable's indicators can be used as a measurement tool. The idea of discriminant validity states that the manifest variables of various constructs should not be highly correlated. Consequently, the composite reliability and Cronbach's alpha were used for the reliability test in this study. While a value of 0.6 is acceptable, the alpha or the composite reliability value must be greater than 0.7 as a general rule. The composite reliability and Cronbach's alpha results are shown in Table 4.

The acquisition of the composite reliability for each latent variable and a Cronbach's alpha value that was greater than 0.7 indicated that the questionnaire items meet the reliability criteria and that all the indicators consistently measured each variable, as shown by the output results in Table 4.

Table 4. Reliability Test.

Characteristics	Cronbach's Alpha	Composite Reliability
Intention	0.838	0.892
Perceived feasibility	0.875	0.896
Perceived desirability	0.838	0.892
Behavior Control	0.954	0.963
Subjective Norms	0.863	0.905
Attitude	0.952	0.960

Source: Data analysis results.

4.2. Assessment of Goodness-of-Fit

The index of goodness-of-fit can be determined using global optimization criteria that are identified by path modeling in PLS. The goodness-of-fit, or GoF index, is used to evaluate structural and measurement models. It also provides a straightforward measurement of the model's overall predictability. According to [103], the GoF score criteria are 0.10, 0.25, and 0.36, which indicate that the GoF is small, medium, or large, respectively. The information in Table 5 can be used to determine the Gof value.

Table 5. Goodness-of-Fit.

Variables	R^2	Communalities
Intention	0.664	0.527
Perceived feasibility		0.516
Perceived desirability		0.520
Behavior Control		0.669
Subjective Norms		0.558
Attitude		0.614

Source: Data analysis results.

We calculate the GoF value using the following formula:

$$\text{GoF} = \sqrt{Com \times R^2} = \sqrt{0.567 \times 0.664} = 0.614 \quad (1)$$

Based on Table 4 and the calculation of the formula above, we show that the GoF value was 0.614. Thus, the model is included in the large criteria, where the greater the GoF value, the more appropriate it is in describing the research sample.

4.3. Test Results of the Partial Least Squares (PLS) Structural Model

Each relationship is tested in the PLS model by simulating the sample using the bootstrapping technique. The goal of this test is to reduce the amount of abnormal research data. The following are the outcomes of the PLS-SEM analysis's bootstrapping testing, which are given in Figure 2.

Based on Figure 2, ATT states Attitude; SN states Subjective Norms; PBC states Perceived Behavioral Control; PD stated Perceived Desirability; PF stated Perceived Feasibility; and SEI stated Sustainable Entrepreneur Intention.

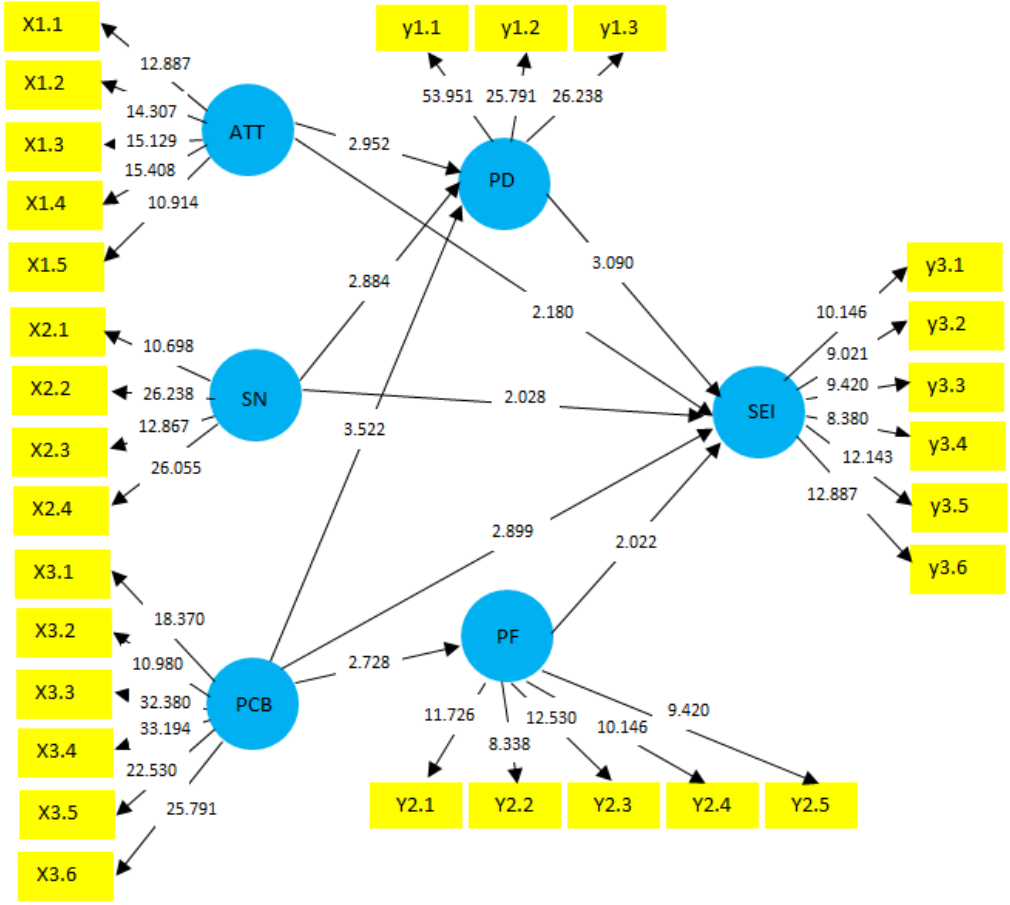


Figure 2. Output of Bootstrapping. Source: Data analysis results.

4.4. Hypothesis Test

Nine hypotheses needed to be tested in this study. The value of the *t*-statistic and the path coefficient are the two criteria used in the hypothesis test. A positive path coefficient shows that a variable has an influence on the variable it affects. A negative path coefficient shows that one variable has an opposite influence on other variables. The hypothesis of this study could be accepted if, indeed, the value of the *t*-count (*t*-statistic) is higher than the *t*-table for a prediction error of 5%, which is 1.96. The research's path coefficient and *t*-Value calculations are shown in the Table 6:

Table 6. Research results of the Hypothesis Test.

Hypothesis	Path	*t*-Value	*p*-Values
Attitude -> Perceived Desirability	0.056	2.952	0.015
Subjective Norm -> Perceived Desirability	0.105	2.884	0.035
Behavior Control -> Perceived Desirability	0.137	3.522	0.000
Behavior Control -> Perceived Feasibility	0.098	2.728	0.029
Attitude -> Sustainable Entrepreneur Intention	0.065	2.180	0.040
Subjective Norm -> Sustainable Entrepreneur Intention	0.043	2.028	0.018
Behavior Control -> Sustainable Entrepreneur Intention	0.206	2.899	0.021
Perceived desirability -> Sustainable Entrepreneur Intention	0.109	3.090	0.002
Perceived feasibility -> Sustainable Entrepreneur Intention	0.038	2.022	0.020

Source: Data analysis results.

In the first hypothesis, H1, an important relationship between the three dimensions of the theory of planned behavior is proposed when evaluating the intention to start a new sustainable business with Shapero's entrepreneurial event. According to Figure 2

and Table 5, the sequence correlations for perceived desirability (attitude to becoming a sustainable entrepreneur with Shapero's entrepreneurial event) are as follows: perceived desirability (coefficient = 0.056, t = 2.952); subjective norm to perceived desirability (coefficient = 0.105, t = 2.884); perceived behavioral control (coefficient = 0.137, t = 3.522); and perceived feasibility (coefficient = 0.098, t = 2.728). As a result, H1 is accepted. This is consistent with previous findings that have been reported in the well-established literature on entrepreneurship [38,56,57,77] that show the relationship between the factors of the theory of planned behavior and the factors of Shapero's entrepreneurial event.

Second, the findings demonstrate that the three dimensions of the theory of planned behavior were taken into account when deciding whether or not to start a new sustainable business. Significant and positive pathway coefficients were determined for the attitude to become a sustainable entrepreneur intention (coefficient = 0.065, t = 2.180), the subjective norm to intention (coefficient = 0.043, t = 2.028), and perceived behavioral control (coefficient = 0.206, t = 2.899), as shown in Figure 2 and Table 6. This is consistent with previous findings that have been reported in the well-established literature on entrepreneurship that showed the relationship between the factors of the theory of planned behavior and those of entrepreneur intention. These outcomes are reliable with the ongoing writing on the aims or ways of a person's behavior that utilized these three components of the "hypothesis of arranged conduct" while deciding the aim.

Third, there was a significant correlation between perceived desirability and feasibility on intention (coefficient = 0.109, t = 3.090; and coefficient = 0.038, t = 2.022), which lends credence to this theory. Shapero's entrepreneurial event model's perceived desirability and perceived feasibility) has positive associations with these intentions (lending credence to the findings [77]. These repercussions are consistent with previous research on entrepreneurial intentions, which has shown that entrepreneurs who have a strong desire to succeed are more likely to do so than those who only pay attention to attitudes, subjective norms, and other factors.

5. Discussion

This article focuses on the determinant factors of the Sustainable Entrepreneurial Intention of Youth for Agriculture start-ups that are based on the theory of planned behavior and the Shapero entrepreneurial event model. Numerous studies have proved that there exists a direct relation between these two theories/models [38,56,57,77]. Based on the statistical results, we analyzed the direct relationship between the variables from the theory of planned behavior and the variables from the Shapero entrepreneurial event model. Even though [42] stated that these measures converge, causing ambiguity and reducing potential assumptions about intentions from both models, due to the design, the results align with the theory of planned behavior and the Shapero entrepreneurial event model. Consequently, the research results confirmed the relationship between Shapero's entrepreneurial event model's perceived desirability and perceived feasibility and the three variables—attitudes, subjective norms, and perceived behavioral control. These research results, which incorporated Shapero's entrepreneurial event model, reinforced the idea that the theory of planned behavior is more intricate than was previously thought. Based on the results of the analysis, it was found that attitudes, subjective norms, and perceived behavioral control all had a positive and significant impact on Shapero's entrepreneurial activity model. This was in line with the results of research conducted by [104], which stated that behavioral attitude had a significant influence on entrepreneurship. Research conducted by [105] stated that subjective norms also have a significant influence on entrepreneurship. As for the role of perceived behavior control, according to [106], it has a significant influence on entrepreneurship. In addition, [107] stated that the level of influence of attitudes, subjective norms, and perceived behavioral control on the model of entrepreneurial activity in each country would, of course, be different. This is influenced by the culture and social life that is formed in each country.

The present findings agree with the theory of planned behavior that attitudes, subjective norms, and perceived behavioral control have all been consistently linked to achieving long-term entrepreneurial goals. Even though [43,44] stated that the predictors of intention in the theory of planned behavior do not provide enough or essential reasons for the formation of intention, our research results demonstrate the connection between sustainable entrepreneurial intention and the three elements: attitudes, subjective norms, and perceived behavioral control. Of course, from these three elements (attitude, subjective norms, and perceived behavioral control), it is necessary to study and pay attention to the pre-entrepreneur's entrepreneurial intentions. This is reinforced by the results of research by [108], stating that pre-entrepreneurship perceptions of entrepreneurial intentions are influenced by personal attitudes, subjective norms, and perceived behavioral control. These outcomes support the notion that sustainable entrepreneurial intention is more intricate than a straightforward association.

The results indicate that the two components of Shapero's entrepreneurial event model—perceived desirability and perceived feasibility—have a direct and positive influence on sustainable entrepreneurial intention. This strengthens the research conducted by [77] that stated that perceived desirability and perceived feasibility are positively related to sustainable entrepreneur intention. Therefore, when compared to the existing literature on individual entrepreneurial intentions and behavior, these findings were more dependable. They prove that Shapero's entrepreneurial event model (perceived desirability and perceived feasibility) combined with the theory of planned behavior has a significant and positive effect on sustainable entrepreneurial intentions.

The millennial generation in Indonesia does have a strong desire to become young entrepreneurs in the future [109]. This is inseparable from the millennial spirit, where they really want to make a big impact and contribute to society at large. The idea that the most successful new business ventures come from young people, even the very young, is now widespread. Younger people are often thought to be less attached to current thinking, and they are more innovative with extraordinary ideas. Young people have more time and energy. According to [110], the age of 18–25 years is the golden age when starting a business, where at that age, they have brilliant ideas, unlimited energy, sharp minds, and are younger when it comes to implementing new technologies. In the study of [111] conducted in Tunisia, for the age range between 18–25 years, young entrepreneurs are, on average, already able to create their own businesses. In addition, the study by [112] stated that during the pandemic, young entrepreneurs were able to adopt digital entrepreneurship in developing their businesses. Moreover, [107] states that the level of influence of attitudes, subjective norms, and perceptions of behavioral control on models of entrepreneurial activity in each country will certainly be different. This is influenced by the culture and social life that is formed in each country. The cultural dynamics that exist in every country, of course, can provide motivation for young refugees [113]. There are countries with a cultural level that encourages young entrepreneurs to start their businesses early, and there are also countries with a culture that lacks motivation for young entrepreneurs to start their businesses.

6. Implications

6.1. Theoretical Implications

The theory of planned behavior has been evaluated in various enterpreneurial research. However, research has not taken Shapero's entrepreneurial event model as seriously as it should have since its original conception. This study contributes to the understanding of sustainable entrepreneurial intention. The study demonstrates how the Shapero entrepreneurial event model and the theory of planned behavior could be combined to describe sustainable entrepreneurial intentions.

Besides that, consistent with previous pragmatic studies, perceived behavior control was the strongest determinant of sustainable entrepreneurial intention. The results of this study suggest that in order to promote sustainable entrepreneurial intention, one must

take into account the role of perceived behavior control and how to effectively overcome barriers to sustainable behaviors. Additionally, this study demonstrates that perceived behavior control is an important factor of the theory of planned behavior and that it can influence how the desirable sustainable intent is viewed.

Shapero's entrepreneurial event model, which relies on the perceived desirability and feasibility of sustainable entrepreneurial intention, was found to be a strong determinant factor. This suggests that perceived desirability is the strongest determinant factor in predicting sustainable entrepreneurial intention.

6.2. Practical Implications

This study found that attitudes, subjective norms, and perceived behavior controls all have a positive and significant impact on Shapero's entrepreneurial event model, which includes perceived desirability and perceived feasibility. It suggests that long-term entrepreneurial success relies on having a suitable combination of principles, perceived capabilities, and motivating factors. People who have strong personal characteristics are more likely to develop sustainable goals. Thus, it is beneficial to improve one's skills and abilities in order to promote sustainable entrepreneurship. Furthermore, it is important to integrate personality and ethical principles into sustainability and develop a viewpoint toward sustainable entrepreneurship in developing countries. This can be achieved by learning from experts in the field and creating a positive image of sustainable goals. Doing so will help to foster sustainable intentions in developing countries.

Integrating these fundamentals into the initial stages of a sustainable entrepreneurial program, for instance, the Ministry of Agriculture's program in Indonesia, is one approach. Once the decision to develop into a sustainable entrepreneur is made, the developed general and technical knowledge may become the focus of this program. As a consequence, the study suggests the value activation strategies mentioned in the previous paragraph. This could assist with more precise targeting of program participants. In addition, based on the research results confirming an increasing interest in sustainable entrepreneurship from the youth, it is necessary to pay attention to several main elements, namely attitudes, subjective norms, and perceived behavioral control. Therefore, it is necessary to improve these three elements through government involvement by holding training activities for the younger generation. This can increase the participation of the younger generation of entrepreneurs. The implication is that it can also increase attitudes, subjective norms, and perceived behavioral control related to interest in entrepreneurship for young people in Indonesia.

7. Conclusions and Suggestions

7.1. Conclusions

Although there is the progress made in the field, there is still a lack of data on the roles of intentions and values in all forms of entrepreneurship. The purpose of this paper is to analyze the complexities of the intention approach to sustainable entrepreneurship, which includes economic, social, and environmental priorities. This complexity can prevent anyone from starting a sustainable business as goals may be in conflict with each other. The research shows that by studying individual values, different attitudes toward economic ventures and perceived behavior control can be understood. The findings of the study provide useful information that can help support practical businesses among aspiring entrepreneurs. The current study proposes practical and regulatory strategies to promote sustainable entrepreneurship, as well as strategies to verify the important and effective mediating effects of behaviors toward sustainable entrepreneurship and perceived control over behavior. As a result, it supports explaining the principles that people form as they attempt to strike a balance between altruism and selfishness, which is a component of sustainable entrepreneurial behavior. These results can be incorporated into training materials by paying attention to attitude indicators, subjective norms, behavioral control, perceived desires, perceived feasibility, and intentions of the younger generation in entrepreneur-

ship. Full attention to the determinants of interest in entrepreneurship in entrepreneurship training can maintain sustainability in the agricultural start-up. Entrepreneurship training is carried out to create an attitude and mentality that is capable of being competitive, as well as having a creative, hard-working, modest, and competitive spirit in order to increase long-term entrepreneurship. We researchers hope that our results will help professionals develop the possibilities of sustainable entrepreneurialism and provide an interesting opportunity for research because it is a driving factor in the creation of an increasingly innovation-driven sustainable economy.

7.2. Suggestions

This study has some drawbacks, which provide a basis for further research. First, gender was not taken into account, and including gender roles, particularly in developing countries, would improve the model. Second, the sample size was small and was only 220 from the prior sample of 738 since many of the respondents did not send back the questionnaire, and because it was confined to a single region in Indonesia, larger-scale research is needed to generalize the results. Third, future studies should utilize more explanatory sampling methods and better measurement tools, and the sample should be expanded to include young people from various cities and districts.

A well-known limitation of entrepreneurial intention studies is that there is no relationship between intention and action. A person's intention to take a specific action does not constantly ensure that they will do so. Fourth, the research instruments were constrained by the survey information. This study serves as an important beginning point for future research on intentions and behavior, such as the probability of longitudinal investigations that look into changes in intention over a period and the implications of behavior. Previous research was conducted using well-known measures, some of which had been adjusted for specific studies. To ensure that this research is valid, it can be replicated using current data. Future investigations may explore the topic of sustainable entrepreneurship curriculum content to assess educational resources that can help create intentions. Using a combined research approach, particularly when long-term studies with the mentioned factors are included, could be very beneficial.

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