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PRIMARY RESEARCH

Exploring the factors influencing farmer intentions and performance in South Kalimantan, Indonesia: The mediating role of self-efficacy and the moderating influence of social capital

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Keywords

Attitude of a farmer
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Abstract

The foundation of many economies, agriculture depends on luring a fresh generation of highly qualified people into the farming industry. This study examines, under the framework of the Theory of Planned Behaviour (TPB), the complex dynamics influencing people's intentions to pursue a profession in farming. As potential moderators and mediators, it looks into attitudes towards farmers, self-efficacy, perceived behavior control, and social capital. 325 farmers provided data using a cross-sectional quantitative design, and Smart PLS was used for the analysis. Although the research offers valuable insights, it is imperative to acknowledge its limits and explore potential avenues for future investigation. A crucial part of the world's food production and sustainability is the agriculture sector. Comprehending the elements that influence people's aspirations to become farmers is essential to the development of the sector and its ability to adjust to modern issues. This research expands upon the Theory of Planned Behaviour (TPB) framework by examining self-efficacy and social capital, acknowledging their possible impact on the goals of prospective farmers.

INTRODUCTION

The Dayak are the indigenous people of Kalimantan Island, which is often referred to as "Borneo ."The Dayak tribe, according to (Hatta et al., 2023) is made up of seven races or ethnic groups and 405 sub-ethnic groups (Murhaini et al., 2021). These groups are dispersed throughout the world's third-largest island, which spans 743,330 km2. Dayak ethnic groups and sub-groups are categorized according to how similar their languages and places of residence are, while their customs, artwork, and cultures are largely the same (Hatta et al., 2023; Murhaini et al., 2021). 34.93 million hectares make up Indonesia's Swampland, which is dispersed over Sumatera, Java, Kalimantan, Sulawesi, and Papua (Hatta et al., 2023). According to BPS South Kalimantan Province, there were 4,969,824 hectares of wetlands in South Kalimantan, of which 119,523 hectares were leak swamps. Just 80% of that land is planted with rice annually. Particularly in shallow swampland, Lebak Swamp has significant seasonal variations in water levels, with floods during the rainy season and drought during the dry one (Hatta et al., 2023; Marhamah, Masyhuri, & Waluyati, 2020; Murhaini et al., 2021).

Additional obstacles encompass insufficient auxiliary infrastructure, such as agricultural roads and drainage channels, the extent of land ownership, restricted farming capital, farmers' awareness of the features of swampland, availability of production facilities, postharvest handling, and product marketing (Marhamah et al., 2020). Throughout Indonesia (mainly in the Sumatra and Kalimantan Islands), there has been extensive logging, drainage, mining, and

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clearing of peat swamp forests for agricultural purposes. These activities have resulted in ecological disasters such as deforestation, peat fires, biodiversity loss, and degradation of peatlands, as well as significant carbon emissions (Hatta et al., 2023; Marhamah et al., 2020; Medrilzam, Smith, Aziz, Herbohn, & Dargusch, 2017; Murhaini et al., 2021). Because the communities that live near and within the peatland areas depend on the natural resources provided by this ecosystem for their livelihoods, the destruction of tropical peatlands has also resulted in socioeconomic problems for the nation (Hatta et al., 2023; Marhamah et al., 2020; Medrilzam et al., 2017; Murhaini et al., 2021).

Due to its large agricultural landmass, Indonesia was once an agrarian nation. Similarly, the Indonesian people's forebears were farmers in the past. The goal of the younger generation to become farmers is changing as the number of farmers is declining (Hatta et al., 2023). An increasing number of people, particularly those in the younger age, have lost interest in agriculture. The younger generation views agriculture as outdated. The majority of the younger generation of today would rather work in an office than as farmers. Despite the fact that farming is the state's predominant industry in Indonesia (Hatta et al., 2023). The younger generation's strong disinterest in becoming farmers is contributing to the country's declining reputation as an agricultural nation. For today's age, wearing a tie, dressing nicely, and working in an office is the benchmark of successful living. They believe that farming is a nasty, archaic profession (Hatta et al., 2023; Murhaini et al., 2021).

Nowadays, individuals tend to look down on the life of farmers. They have lost interest in working in the agricultural industry. Another reason for their laziness and lack of enthusiasm for working in the agricultural industry is the antiquated state of Indonesian agriculture. Nowadays, many agricultural fields have been turned into structures (BOZDOĞAN & AKSOY, 2023). Younger people's perspectives are extremely different from those of the older generation, and few of them are interested in inventing new things that will further the agriculture industry. For the younger generation to have faith in and a desire to see Indonesia's agriculture industry advance, encouragement from the society and government is required. In order to stimulate interest in the agricultural sector within the population, particularly among the younger generation, support from a variety of sources is required (Abid & Jie, 2023; Hatta et al., 2023).

According to this generation of people relatively low intents to become farmers. Their motivations are multifaceted and include, among other things, their parents' desire for their kids to work as doctors, corporate managers, or civil servants. They also claimed that they did not own the land that was farmed (Dey & Singh, 2023). They are less inclined to become farmers as a result of such factors. Several earlier scholars, like Widagda et al. (2022), Liang and Chen (2021), Savari, Damaneh, Damaneh, and Cotton (2023), and Widagda et al. (2022) have conducted a study that looks at the ambition to become a farmer. The findings demonstrated that the decision to become a farmer was influenced by natural resource availability and support from family, the community, and the government. The Theory of Planned Behaviour (TPB) was selected because it examines not only a person's buying behavior but also how intentions act as they reach a choice, and because it examines how career choices can undoubtedly be influenced by attitudes and perceived behavioral control, indicates that individuals choose to make purchases (Widagda et al., 2022).

According to estimates, 87% of the more than 570 million farms worldwide are tiny, family-run operations with less than 2 hectares of land (Hatta et al., 2023). Accordingly, around 85% of Indonesia's farming population has small and marginal holdings measuring less than 2 hectares, which is also connected to the ongoing fragmentation of the land (Hatta et al., 2023). According to Murhaini et al. (2021), land fragmentation is a lousy indicator of agricultural output and food security since it raises production costs and inefficiencies on farms and reduces farmers' net income growth (Bagheri, Emami, & Damalas, 2021). The Indonesian government has begun supporting farmers' collectives under a new structure called a farmer-producer organization in order to address a number of difficulties pertaining to dwindling lands and small farms. perceived performance of farmers are being encouraged to establish their own businesses in Indonesia, allowing farmers to engage more effectively in field production and market activities (Yin & Zhou, 2023). These groups began operating under a hybrid company and cooperative model to address a variety of issues facing small and marginal farmers (Pant, Kumar, & Joshi, 2022), and it was discovered that this was a successful initiative to integrate them into contemporary supply chains for improved performance (Nybom, Hunter, Micheels, & Melin, 2021). A number of studies have also demonstrated that farmers' efficiency, production, and performance all rise when they work together (Hayat et al., 2020; Kavin, Malarkodi, Muralidharan, Padma, & Vanitha, 2023; Marhamah et al., 2020).

Self-efficacy, as defined by (BOZDOĞAN & AKSOY, 2023) (2023), is the belief in one's capability to organize and execute the courses of action required to attain specific goals.

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This psychological concept has been explored extensively in various domains, and in the context of agriculture, it is believed to be a critical driver of performance. Therefore, we will investigate the mediating role of self-efficacy in the relationship between other determinants and farmer performance. Furthermore, the importance of social capital cannot be overstated in the context of agriculture. Social capital encompasses the relationships, networks, and social structures that facilitate cooperation and collective action within a community (Moghfeli et al., 2023). In South Kalimantan, where many farmers rely on community-based practices and resource-sharing, social capital is likely to play a significant role. Hence, Tiwari, Hieu, Ha, Gaur, et al. (2023) investigates the moderating influence of social capital on the relationships between various determinants, self-efficacy, and farmer performance. In a number of research (Castillo, Engler, & Wollni, 2021; Dey & Singh, 2023; Jayaraman, Ramu, Rajan, & Thole, 2023; Peng, Tan, Deng, & Liu, 2020; Widagda et al., 2022), self-efficacy and social capital appeared as key indicators. They are also widely acknowledged as cultural characteristics that influence farmers' performance (Nybom et al., 2021). However, Marhamah et al. (2020), and Yin and Zhou (2023) suggest that the dynamics of the relationships between these ideas are limited and localized.

This research seeks to provide a comprehensive analysis of the factors influencing farmer intentions and performance in South Kalimantan, Indonesia. By examining the mediating role of self-efficacy and the moderating influence of social capital, we hope to offer insights that can guide policy interventions, community development initiatives, and individual strategies aimed at improving the lives of farmers in the region and, ultimately, enhancing the sustainability and resilience of South Kalimantan's agricultural sector. The Planned Behaviour Theory is applied in this study. By taking into account the influence of individual ideas, attitudes, subjective norms, and perceived behavioral control, the Theory of Planned Behaviour (TPB) offers an organized method for comprehending and forecasting human behavior, including agricultural practises (Widagda et al., 2022).

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behaviour (TPB), according to Widagda et al. (2022), is a social-psychological paradigm that seeks to explain the fundamentals of human behavior. The theory's development was predicated on reason. Decisions in the fields of natural resources management and agricultural sciences Abid and Jie (2023), Dey and Singh (2023), and Sarma (2022) have made extensive use of it. The theory holds that a person's behavior is determined by their motive behind their acts. Three psychological elements serve as the foundation for the intention: perceived behavior beliefs, attitude, and subjective norms. Subjective norms and perceived social pressure can influence people's decision to engage in or refrain from a particular behavior (Widagda et al., 2022; Bagheri et al., 2021; Sok, Borges, Schmidt, & Ajzen, 2021). As a result, an individual's attitude toward the behavior may be positive or negative (Bagheri et al., 2021; Savari et al., 2023; Widagda et al., 2022). According to Widagda et al. (2022), Dey and Singh (2023), and Sarma (2022) and perceived behavior regulations are connected to people's perceptions of certain elements that may encourage or impede the expression of behaviour. In this study, we examine farmers' intentions to abide by pesticide laws using a modified TPB. The Theory of Planned Behaviour proposes that attitudes, subjective norms, and an individual's personal behavioral control all affect an individual's purpose and participation in a given behavior. This helps to explain the behaviors that people can control (Abid & Jie, 2023; Bagheri et al., 2021; Sok et al., 2021). Subjective norms include normative views and the drive to act in a certain way because peers and influential individuals think it is appropriate. The Theory of Planned Behaviour is the degree to which a person believes that participating in a specific action is under their voluntary control, while attitudes represent an assessment of the advantages or disadvantages of a given behaviour (Castillo et al., 2021; Dey & Singh, 2023; Savari et al., 2023).

The Theory of Planned Behaviour aims to elucidate the behaviors that individuals may control by positing that attitudes, subjective norms, and personal behavioral control of individuals influence the intention and participation in a particular behavior (Bagheri et al., 2021), Subjective norms include normative beliefs and the motivation to engage in a particular behavior because peers and important people believe it is right. Attitudes reflect an evaluation of the positive or negative outcomes of a particular behavior, and perceived behavior control is the extent to which an individual feels that engaging in a particular behavior is within their voluntary control (Widagda et al., 2022). To reduce significant dangers to the environment and public health, farmers must be urged to enhance pesticide handling procedures and adopt safe pesticide usage practices. As was already said, it is quite dangerous to dispose of pesticide waste improperly (Castillo et al., 2021; Dey & Singh, 2023; Sarma, 2022), nevertheless, there aren't many research in the literature that look at farmers' safety precautions when it comes

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to this practise. In this study, "safety behavior" in the context of pesticide use refers to the following topics: where to wash sprayers, how to dispose of rinses, how to use personal protective equipment and other topics for which there hasn't been much research done in Iran. Additionally, none of these studies has used the widely recognized theory of planned behavior. In contrast to non-point source pollution, which is caused by processes like soil surface runoff, interflow, preferential flow, leaching, atmospheric depositions, and spray drift, point source pollution is caused by the disposal of pesticides, cleaning of spraying equipment on farmyards, and washing off pesticide residues (Sok et al., 2021).

Attitude About Being a Farmer

The psychological process of favoring or disliking something is called attitude about being a Farmer. Additionally, it is widely known that habits have a major impact on behavioral intentions (Begho, Daubry, & Ebuka, 2022; Farani, Mohammadi, Ghahremani, & Ataei, 2021; Shapiro, Willcox, Tate, & Willcox, 2020). The theory of planned behavior was utilized to find that farmers' attitudes affected their choices to cultivate healthful crops. The sort of technological innovation employed was determined, according to Hossain et al. (2022), by the attitude toward sustainability and profit maximization. Shapiro et al. (2020), Wheeler and Lobley (2021) reached comparable findings. Hossain et al. (2022), and Martin-Collado et al. (2021) found that farmers were more likely to implement quality management practices if they had positive perceptions regarding the safety and quality of vegetables. Moreover, attitude includes evaluating the action to determine its morality and the actor's desire to perform it. The mindset necessitates the actions' perceived consequences. Farmers' views are psychological feelings that are influenced by their evaluations; if they are upbeat, this leads to more positive behavioral motivations (Farani et al., 2021; Hassan et al., 2021; Hossain et al., 2022). Additionally, (Hassan et al., 2021) found a statistical correlation between Perceived control behavior and intention to become a farmer and the performance of a farmer. The connection between attitude and the desire to become a farmer has been the subject of numerous research. According to (Farani et al., 2021), who studied aspiring agricultural students in the US, those who had a favorable opinion of farming indicated that they were more likely to want to work in the industry. Their mindset affected not only their first job decision but also their drive to conquer the obstacles that came with going into agriculture. This research emphasises how critical it is to cultivate a positive mindset among people who are thinking about becoming farmers.

Additionally, several studies have demonstrated the impact of a farmer's attitude on perceived performance (Begho et al., 2022; Farani et al., 2021). Hassan et al. (2021), Wheeler and Lobley (2021) investigated the relationship between the attitudes of farmers and how they saw their own performance. According to Shapiro et al. (2020) farmers who had a positive outlook on farming were more likely to consider their own work to be successful. This implies that proactive approaches to agricultural practices are encouraged by an optimistic mindset, which enhances self-assessed performance. Martin-Collado et al. (2021) farmers across several locations, including as Spain, Kenya, and Brazil, emphasizing the relationship's global relevance. The study's conclusion that farmers' attitudes had a major impact on how well they felt they performed highlights how attitude and performance are universally correlated. Farmers who were happy in their roles and who thought positively about farming were more satisfied and thought they were doing better in their agricultural pursuits (Begho et al., 2022).

Perceived Behavior Control

The term perceived behavioral control describes how a farmer perceives his or her capacity to adhere to pesticide application regulations (Abid & Jie, 2023). Perceived control behavior evaluates a farmer's capacity to meet pesticide application requirements. Retailers and regulatory agencies that deal with pesticides can also be very helpful in giving farmers information and guidance that will assist them in selecting pesticides and increase their awareness of pesticide dangers (Widagda et al., 2022). A farmer is generally more confident in carrying out a particular action the higher their Perceived control behavior. When it comes to pesticide use, farmers gauge the effects of overusing the product based on expert advice, their own experiences, and those of their neighbors (Bagheri et al., 2021). Increased knowledge of pesticides increases the likelihood that farmers will quit using them improperly. According to the Theory of Planned Behaviour, a person's motivation for engaging in a certain behavior can be influenced by their attitudes, subjective norms, and level of behavioral control. This contributes to the explanation of the behaviors under human control (Castillo et al., 2021; Dey & Singh, 2023). The Theory of Planned Behaviour explains people's controllable behaviours (BOZDOĞAN & AKSOY, 2023; Sarma, 2022). The extent to which an individual feels that engaging in a certain action is under their voluntary control is known as the Theory of Planned Behaviour. In contrast, attitudes are an evaluation of the benefits or drawbacks of a particular behavior (Widagda et al., 2022).

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According to an assessment of farmers' practices when using pesticides, they frequently use them unsafely since they are not entirely aware of the risks associated with them (Sok et al., 2021; Widagda et al., 2022). According to Castillo et al. (2021), this can significantly impede farmers' capacity to defend themselves against such risks. Many different and frequently unknown factors influence farmers' actions when handling insecticides. Prior research conducted in Iran demonstrated that self-efficacy, knowledge of occupational safety and health practices, and attitude towards these practices had a direct positive impact on farmers' adoption of these practices, accounting for 73% of the variation in farmers' safety behavior (BOZDOĞAN & AKSOY, 2023). Additionally, through the mediation of attitudes, intention, and perceived behavioral control, attitudes toward the traditional knowledge of managing pests and diseases also predicted the behavior of pesticide usage (Bagheri et al., 2021). Older and highly experienced farmers disregarded safety regulations but educated and aware farmers about the dangers of pesticides, as well as farmers whose primary occupation was agriculture demonstrated high safety behavior (Abid & Jie, 2023). While farmers' safety practices varied, only 8.9% of farmers used personal protection equipment (PPE) in an acceptable manner (Savari et al., 2023).

Self-Efficacy as Mediator

According to Widagda et al. (2022), and Yin and Zhou (2023) and other scholars, self-efficacy is defined as an individual's view or belief in their skills (domain-specific), which motivates economic action to attain performance. According to Yin and Zhou (2023), a person's level of motivation is determined by their self-efficacy belief. Their efforts are more tenacious the more confident they are in their talents. A high sense of efficacy can help one get through difficult circumstances, according to (Yin & Zhou, 2023), while a low sense of self-efficacy makes one avoid challenging work, have low expectations, and make weak commitments to specific goals. Furthermore, Yin and Zhou (2023) claimed that rather than being independent, the interaction between people and their social environment is reciprocally deterministic. According to Liang and Chen (2021), there is a noteworthy empirical correlation between company performance and planning and self-efficacy as a motivator concept. Self-efficacy has an impact on personal objectives, according to (Widagda et al., 2022). People with high self-efficacy set more challenging goals and are more committed to achieving them. Furthermore, Peng et al. (2020) looked at self-efficacy direct impact. According to (Pant et al., 2022), self-efficacy is exemplified in the context of contract farming as the farmer's conviction that she can improve her welfare. Widagda et al. (2022) introduced the notion of self-efficacy, which pertains to an individual's degree of confidence in accomplishing a certain task at work. This concept has gained significant traction in the explanation of human behavior and behavioral modifications. Self-efficacy is the conviction that one can carry out business endeavors successfully (Liang & Chen, 2021). According toWidagda et al. (2022) and Yin and Zhou (2023), people who have a high sense of self-efficacy feel good when they face challenges in social capital and strongly believe that they can overcome these challenges. This has a big impact on how farmers are perceived to perform (Pant et al., 2022). Several studies have investigated the link between farmers' attitudes towards their profession and their perceived performance, recognizing self-efficacy as a pivotal factor in this relationship. Widagda et al. (2022) conducted a study in the agricultural communities of the Midwest United States, where they found that farmers who had a positive attitude towards farming and a strong sense of self-efficacy were more likely to perceive their performance as successful. This positive attitude not only served as motivation but also increased their confidence in their ability to overcome challenges and adapt to changing agricultural practices. Widagda et al. (2022) and Yin and Zhou (2023) explored the relationship between farmers' attitudes, self-efficacy, and their perceived performance. The findings highlighted that farmers with a favorable attitude towards agriculture were more likely to have higher levels of self-efficacy, which, in turn, positively influenced their perceived performance. These farmers exhibited a stronger belief in their capabilities to deal with issues such as crop management, resource utilization, and market dynamics. (Widagda et al., 2022) in Taiwan, where they examined the factors influencing young individuals' intentions to enter agriculture. The study revealed a strong positive association between perceived behavioral control, or the perceived ease of entering the farming profession, and the intention to become a farmer. Individuals who believed that they had greater control over the process were more inclined to express the intention to pursue farming.

Social Capital as Moderating

According to (Castillo et al., 2021), social capital is the result of social structure traits like social networks, guidelines, and social confidence that encourage people in a community to coordinate and cooperate with one another in order to behave as a group for their mutual advantage. Pretty

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distinguishes several aspects of social capital: attachment, connection, and linkage (Yin & Zhou, 2023). However, the ability of organizations to obtain materials, concepts, and knowledge from formal institutions outside of their local community is referred to as interconnecting social capital (Pant et al., 2022). Moghfeli et al. (2023) underlined the significance of social environment for the growth of the economy and society in terms of norms, interpersonal trust, social networks, and social organizations. According to Moghfeli et al. (2023), social capital is a source of network support, family support, and social control. According to Moghfeli et al. (2023), social capital refers to situations where people employ group and network dynamics and collective action to achieve goals. According to Moghfeli et al. (2023), social capital is deemed essential to sustainable development and resource management. Even though it is said to be intangible when contrasted to human capital (which is less tangible) or physical capital (which is entirely tangible), it nevertheless exists in interpersonal relationships and, like other forms of capital, enhances performance and productivity in groups (Pant et al., 2022). It can also mean the kindness that exists for people or organisations whose foundation is social relationships and that can be aroused to spur action. According to academic definitions, social capital is an asset found in social networks and relationships. Moghfeli et al. (2023) studied it at the individual, team, and organizational levels. Most people understand the idea to be invisible, that is, to exist inside the mind as opposed to in the materialistic world ((Pant et al., 2022); (Tiwari et al., 2023); (Yin & Zhou, 2023). According to Jayaraman et al. (2023), social capital must be introduced as a factor of production, synchronizing formalized economic interactions and unofficial relationships among members of the same group and enabling the attainment of certain ends that would not be feasible without its (social capital's) existence. Jayaraman et al. (2023) was described as the total of the real and potential resources that are part of a social device's or person's relation network, acquired via the network, and acquired through the relationships. Social capital is described as the total of the real and possible assets that are part of a social device's or person's relationship system, acquired through relationships, and gained from the relationships.

The concept of social capital is gaining traction in research because it influences business competitiveness and ability to innovate (Bagheri et al., 2021; Dey & Singh, 2023; Hassan et al., 2021). It builds up distributor and competitor relationships (Hayat et al., 2020; Kalam et al., 2021) it leads to organizational advantages (Jayaraman et al., 2023)creates value (Dey & Singh, 2023), lowers transaction costs (Hassan et al., 2021; Hatta et al., 2023). It addresses community-action issues about the social, cultural, and economic environment and institutionalized aspects of the community (Kavin et al., 2023). It improves organizational efficiency and performance (Liang & Chen, 2021; Martin-Collado et al., 2021; Medrilzam et al., 2017; Nybom et al., 2021). Jayaraman et al. (2023) state that the adoption of technology and the lowering of perceived risk are significantly influenced by the trust and network components of social capital. Considering the aforementioned, we contend that social capital enhances company performance in line with research (Pant et al., 2022; Peng et al., 2020). Jayaraman et al. (2023) provided a clear definition of the most popular theoretical framework for the concept of social capital, which is represented by three indicators known as the fundamental, interpersonal, and intellectual dimensions of social capital. The research Castillo et al. (2021), Dey and Singh (2023), Jayaraman et al. (2023), and Moghfeli et al. (2023) provides a clear definition and analysis of this multivariate concept. Jayaraman et al. (2023) coined the phrase "social capital" to refer to the advantages that individuals in society receive from different social arrangements.

Intention to Become a Farmer

Behaviour intention is the subjective or perceived likelihood that an individual will engage in a specific activity (Dey & Singh, 2023). According to the theory of planned behavior, behavior, attitude, and norms are the three social-cognitive factors that are anticipated by the actions that are predicted by the intention. The impact of a latent psychological element on intention, which is the main focus of the effects of interaction, may determine the influence of other psychological factors. A positive attitude encourages someone to engage in certain activities because they believe they have a high degree of control over the actions, according to the theory that suggests there are relationship effects between perceived behavior control and attitude (Savari et al., 2023; Widagda et al., 2022). According to Widagda et al. (2022), a person's attitude can influence subjective standards. For example, a farmer will maintain a good outlook if they feel that their loved ones expect them to abide by pesticide use standards. The other latent psychological variables are being empirically examined and may likewise exhibit mutual interactions. In the context of agriculture, deciding to become a farmer is a crucial choice that has a significant impact on the longevity, productivity, and vitality of the farming industry. It represents a person's ambition, drive, and drive to pursue a career in agriculture a decision

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that affects not just their own standard of living but also the larger agricultural environment (Liang & Chen, 2021; Savari et al., 2023). The desire to understand the dynamics and variables that motivate people to choose farming as a career has led to a significant increase in interest in the study of intentions to become farmers in recent years.

Many studies have explored the characteristics that influence a person's intention to become a farmer, especially in the youth population. (Dey & Singh, 2023) investigated into the factors influencing young people's decision to become farmers in their study, which was carried out in Kenya. According to the research, young people's aspirations to become farmers were strongly influenced by a number of factors, including perceived profitability of farming, parental farming experience, and access to agricultural education. This demonstrates how socioeconomic and educational variables interact intricately to shape individuals' job aspirations in agriculture.Liang and Chen (2021) examined the impact of societal norms, values, and attitudes on students' intention to pursue careers in farming. The study stressed the significance of cultivating favorable attitudes about farming in addition to the influence of peer and family perspectives. These elements were crucial in determining how young pupils intended to get involved in agriculture in the future. Furthermore, a significant factor influencing the Intention to become a Farmer and decisions is the accessibility of behavioral support resources. The methods of farming, including capital and land ownership, influence the next generation of farmers. Savari et al. (2023), Widagda et al. (2022), which affirm that perceived behavior control has a positive ad significant effect on Intention to become a Farmer; however, other studies Widagda et al. (2022), Dey and Singh (2023), Liang and Chen (2021), and Savari et al. (2023) support the opposite conclusion.

Perceived Performance of Farmer

While there is a shortage of research on farmers' perceived performance, several studies Pant et al. (2022); Yin and Zhou (2023) have examined perceived performance in relation to economic, technical, and promotional services. Our work adds to the body of knowledge by analyzing perceived performance using indicators that align with the research of (Nybom et al., 2021). Support for crop loans, input arrangements, infrastructure development, and agricultural machinery deals is reflected in perceived economic services. Perceived promotional services are represented by agreements that facilitate direct marketing, reduce transaction costs and losses, and protect against fluctuation and distressed sales (Islam et al., 2022). Similar to this, the availability of data on market intelligence, best farming practices, crop insurance, high-quality output, and assistance with postharvest processing indicates the perceived need for technical assistance. Hossain et al. (2022) examined the factors that influence rice farmers' perceptions of their farms' performance. The study discovered that elements including training, resource availability, and access to contemporary agricultural technologies had a major impact on farmers' assessments of their own performance. The significance of agricultural support networks is highlighted by the fact that farmers who positively rated their performance tended to feel that they have access to these resources. Moreover, a great deal of research has been done on how socioeconomic variables influence how farmers evaluate their performance (Kavin et al., 2023; Medrilzam et al., 2017).

The perceived performance of farmers, also referred to as self-perceived performance, represents the farmers' own subjective assessment of their effectiveness and success in agricultural activities (Murhaini et al., 2021; Pant et al., 2022). It is a valuable metric that reflects not only the objective outcomes of their farming practices but also their confidence, satisfaction, and perceived competence in their roles as agricultural producers. Understanding the concept of perceived performance is essential for agricultural research, policy development, and support systems aiming to enhance the well-being and productivity of farmers. Marhamah et al. (2020) investigated how farmers' self-evaluations of their agricultural performance were influenced by household income, education, and loan availability. According to Liang and Chen (2021), farmers who were better off financially, educationally, and in terms of revenue had more favorable opinions of their farming abilities. This emphasizes how socioeconomic issues have a complex impact on self-evaluation in the setting of agriculture. In Indonesia, Pant et al. (2022) investigated into how farmers perceived their own performance in relation to community expectations and local practises. Marhamah et al. (2020) discovered that farmers' assessments of their own performance were positively impacted by following customary agricultural methods and fitting in with community norms, highlighting the significance of local context in self-evaluation.

Hypothesis Development

- Attitude about being a farmer has a significant impact on the intention to become a farmer.
- Attitude about being a farmer has a significant impact on the perceived performance of a farmer.
- Perceived behavior control has a significant impact on

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the intention to become a farmer.

- Perceived behavior control has a significant impact on the perceived performance of farmers.
- Self-efficacy mediates between attitude about being a farmer and intention to become a farmer.
- Self-efficacy has a mediating role between the attitude about being a farmer and the perceived performance of a farmer.
- Self-efficacy has a mediating role between perceived behavior control and the intention to become a farmer.
- Self-efficacy has a mediating role between perceived behavior control and the perceived performance of farmers.
- Social capital has a moderating role on self-efficacy and intention to become a farmer.
- Social capital has a moderating role on self-efficacy and the perceived performance of farmers.

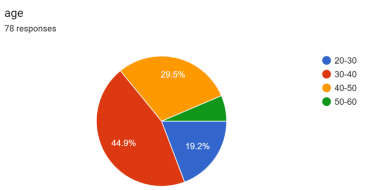

FIGURE 1. Conceptual framework

METHODOLOGY

This research investigates the perceived performance of a farmer and their intention to become a farmer in the presence of two predictor variables. Perceived behavior control and attitude about being a farmer these variables create an impact towards the outcome variables in the presence of self-Efficacy as a moderating variable and Social Capital as a mediating variable. To measure are the relationships, this research was conducted by using the quantitative approach. This research is descriptive in nature, where explanatory phenomena were tested by collecting the primary data. The time horizon was cross-sectional and survey approach was used where face to face questionnaire were distributed and response was recorded while providing the understanding regarding the study and the purpose of the research. The instrument was an adapted questionnaire, and items were adapted from different sources against each variable. The population was farmers belongs to South Kalimantan Province of Indonesia. To gather the data from them, 400 questionnaires were distributed physically and out of which 325 were returned as completely filled.

After gathering the data from the respondents to conduct the required statistical analysis, SMART PLS was used. All the testes were performed in this software according to the conceptual framework and developed hypotheses.

Instrument

To test the hypotheses, primary data was collected by using the survey approach, where the adapted questionnaires were distributed. The instrument was a questionnaire, and it was clearly explained to each respondent so that they can provide data according to the mentioned purpose. It also contain the demographical information where personal questions were asked and it was also rest ensured that all the provided information which was shared will be kept secret. This information will not be used in future for any other purpose. These questions were related to the age, land, ownership, years of experience and their income. After completing the demographical information, questions were regarding the variables and these were the adapted items which were added from different sources. All the adapted items were based on 5 point Likert scale where options were given and the respondents just marked the options from strongly disagree to strongly agree according to their experiences. To measure the predictor variable attitude about being a farmer, 4 items were adapted from (Widagda et al., 2022) and 5 items were adapted for perceived behavior control from (Widagda et al., 2022). To measure the mediation effect of Self-efficacy, 5 items were adapted from the scale developed by Pant et al. (2022). For testing the moderating variable, 7 items were adapted by using the scale of Pant et al. (2022). To measure the outcome variable intention to become a farmer, 3 items were adapted from Widagda et al. (2022). Perceived performance of farmer as an outcome variable was measured by using the 7 item scale of Pant et al. (2022). The instrument was distributed physically and it was face validated and content validated before the distribution after adapting all the items. Was just to ensured that the formers will be able to responded properly with comfort and understanding.

Unit of Analysis

The unit of analysis were the farmers belongs to South Kalimantan Province of Indonesia. To gather the data from them, 400 questionnaires were distributed physically and out of which 325 were returned as completely filled. The respondent rate was more than 81 percent, which was more than the appropriate rate of response. The population was unknown, which is why the non-probability sampling technique was used, and under this method, convenience and snowball sampling methods were used. All the available formers were mostly targeted to collect the data.

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Demographics

Table 1 presents the descriptive statistics and demographic information of the sample (*N*=325) for the current study, which is based on preliminary analysis of participant data. The measurement and structural models were evaluated using smart PLS. In addition to contributing to the development of planned behavior theory, the study aims to evaluate the relationship between attitude towards farming, perceived behavior control on farming performance, intention to farm, self-efficacy as a mediator, and social capital as moderator. Table 1 shows the demographics of the study.

In the below table, the farmers belongs to South Kalimantan Province of Indonesia age less than 30 years were 36%, 30-50 years were 34% and above 50 years were 30%. In the table, the farmers belongs to South Kalimantan Province of Indonesia land ownership of landless farmers were 15%, marginal farmers were 17%, small farmers were 22%, middle farmers were 28% and while large farmers were 18%. Years of experience, less than 2 years were 37%, 3-7 years were 28%, and more than 7 years were 35%. Income less than 1 lac was 34%, 2-4 lac was 37%, and more than 5 lac was 29%.

TABLE 1. Demographic profile

Demography	Description	No. of Responses	%
Age	Less than 30 Years	117	36
	30-50	110	34
	Above 50 Years	98	30
Land Ownership	Landless farmers	50	15
	Marginal farmers	55	17
	Small farmers	70	22
	Middle farmers	90	28
	Large farmers	60	18
Years of Experience	Less than 2 Years	120	37
	3-7 Years	90	28
	More than 7 years	115	35
Income	Less than 1 lac	110	34
	2-4 lac	120	37
	More than 5 lac	95	29

RESULTS

As a result, research on the perceived performance of farmers and their intention to become a farmer has received significant attention. The current study determines that attitude about being a farmer, perceived behavior control on performance of farmer and intention to become a farmer and self-efficacy as mediator and social capital as moderator, as well as for the development of planned behavior theory.

Measurement Model

A measurement model, sometimes referred to as a confirmatory factor analysis (CFA) model, is a statistical method used in quantitative research to evaluate an observational variable or indicator set's measurement qualities. It is often used to validate the measurement methods employed in a study in fields like market research, the discipline of psychology, and social studies. The links between the latent conceptions that underpin the observable variables are examined using the measurement model. Convergent and discriminant validity were assessed to verify the measurement model. Convergent validity is the degree to which one measure strongly correlates with another measure measuring the same construct (Santoso, Sunarjo, & Fadli, 2023; Sari, Suryadi, Ahmadi, Santoso, & Susilowati, 2023).

Composite Reliability, Cronbach's Alpha

The relationship between the observable variables and the latent constructs that underpin them is examined using the measurement model. Two measures of "internal consistency reliability, Composite Reliability (CR) and Cronbach's Alpha," are typically used when assessing the consistency or reliability of a set of observed variables on a measuring scale. In psychometrics, they are often used to evaluate the precision of scales and questionnaires. Variations exist in the computation and comprehension of the objectives, notwithstanding their similarity (Santoso et al., 2023; Sari et al., 2023). Table 2 displays the average variance, Cronbach alpha, and composite reliability of the variables utilized in this investigation.

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TABLE 2. Measurement model

Construct	Item	Loadings	CA	CR	AVE
Attitude About Being a Farmer	ABF1	0.775	0.838	0.892	0.674
	ABF2	0.848			
	ABF3	0.895			
	ABF4	0.758			
Intention to Become a Farmer	IBF1	0.881	0.707	0.838	0.634
	IBF2	0.744			
	IBF3	0.756			
Perceived Performance of Farmer	PPF1	0.794	0.879	0.907	0.584
	PPF2	0.845			
	PPF3	0.836			
	PPF4	0.767			
	PPF5	0.708			
	PPF6	0.746			
	PPF7	0.629			
Perceived Behavior Control	PBC1	0.767	0.854	0.895	0.632
	PBC2	0.755			
	PBC3	0.841			
	PBC4	0.844			
	PBC5	0.763			
Self-Efficacy	SE1	0.820	0.873	0.914	0.727
	SE2	0.907			
	SE3	0.902			
	SE5	0.775			
Social Capital	SC1	0.789	0.897	0.921	0.661
	SC2	0.827			
	SC3	0.794			
	SC4	0.798			
	SC5	0.827			
	SC6	0.839			

"Note: *CR=composite reliability; AVE=average variance extracted; CA= Cronbach's Alpha"*

Discriminant Validity (HTMT)

The ability of a tool for measuring, such as a questionnaire or survey, to accurately determine a number of factors or elements that are conceptually supposed to be separate from one another is referred to as "discriminant validity" in statistical approaches (Purwanto, 2021b). When it was found that all requirements for the variables' validity and reliability had been met, research was conducted for structural route analysis. The HTMT scores falling below 1 served to highlight the discriminant validity further. The discriminant validity was assessed by comparing the correlations of latent variables with the square root of the AVE values (Santoso et al., 2023). Consequently, all of the investigations that verified and assessed the results were reliable and valid. The square roots of AVE for each construct, as shown in the table, were higher than the correlation for the other constructs in this investigation, confirming the discriminant validity of the constructs. In the discriminant validity evaluation, the significant level of outside loading is contrasted with cross-loading. When the outside load of a construct exceeds its cross-loading significance, it deviates significantly from other comparable structures. It means that each construct evaluates a unique concept. Table 3 demonstrates the HTMT values.

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TABLE 3. Discriminant validity

	ABF	IBF	PPF	PBC	SE	SC
Attitude About Being a Farmer	0.821					
Intention to Become a Farmer	0.672	0.796				
Perceived Performance of Farmer	0.71	0.576	0.764			
Perceived Behavior Control	0.581	0.555	0.67	0.795		
Self-Efficacy	0.652	0.555	0.782	0.658	0.853	
Social Capital	-0.608	-0.437	-0.676	-0.539	-0.768	0.813

R Square

The R-square indicates how much of the variance in the dependent variable in a regression model can be accounted for by the independent variables. The R-square value indicates how well the independent factors may explain variations in the dependent variable (Sari et al., 2023). The range of potential values is 0 to 1, where 0 indicates insufficient ability to explain the influence of the independent factors on the fluctuations of the dependent variable and 1 indicates full descriptive ability. The R-square in a regression model shows how well the independent variables account for the variance in the dependent variable. The route coefficients are required in order for the study to be deemed vital, even though the R square value may differ significantly depending on the study region. Table 4 shows that the intention to become a farmer of R square was 0.503, the perceived performance of the farmer of R square was 0.704, and the self-efficacy value of R square was 0.543, respectively.

TABLE 4. Assessment of R square

	R2
Intention to Become a Farmer	0.503
Perceived Performance of Farmer	0.704
Self-Efficacy	0.543

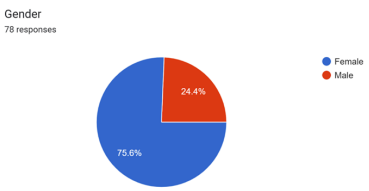

FIGURE 2. Assessment of algorithm

Structural Equation Model

The structural model route coefficients supporting the postulated relationships were statistically determined using the PLS-SEM bootstrapping approach. Structural Equation Model (SEM) is a statistical technique used to investigate complex relationships between latent (unobserved) and apparent variables. It is a helpful method that evaluates measurement models and structural models at the same time by combining parts from route assessment, regression evaluation, and component analysis (Hair Jr et al., 2021). Using the PLS-SEM bootstrapping approach, the structural model route coefficients that supported the hypothesized associations were statistically determined. An example of a statistical model that illustrates the connections between a group of latent variables and their observable indicators or variables is the Structural Equation Model (SEM). SEM is a practical and adaptable statistical technique that can be applied to assess intricate theoretical models and theories. SEM creates a comprehensive model that can account for both the direct and indirect interactions between variables by utilizing factor analysis, regression analysis, and path analysis. The variables in the model are classified as either observable variables, or the variables that are measured, or latent variables, or unobserved components thought to underlie the observed variables (Santoso et al., 2023; Sari et al., 2023).

Direct and Indirect Relationship

The study employed structural equation modeling, or SEM, to test its hypotheses. All of the pathways were significant and positively correlated with one another, according to the hypothesis results. The mediation helps to clarify and characterize the link between the two major elements. The mechanisms and reasons for the link between these two variables are clarified by investigating the mediation effect (Cheah, Thurasamy, Memon, Chuah, & Ting, 2020; Purwanto, 2021a; Sarstedt & Cheah, 2019). Structural equation

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modeling allows for in-depth study of mediated interactions and indirect effects between variables. Interpreting the sequence and explaining observed effects requires a detailed analysis of mediation effects. Researchers can determine the importance of these mediation effects by evaluating the channels. "mediation" also describes a conflict-resolution procedure when participants have a conversation led by an impartial third party.

The analysis of the PLS-SEM relationships between attitude about being a farmer on intention to become a farmer and perceived performance of farmer. The analysis of the PLS-SEM relationships between perceived behavior control on intention to become a farmer and perceived performance of farmer. "Direct analysis" is a technique used in structural equation modeling (SEM) to look at the direct correlations between variables in a theoretical model, according to Santoso et al. (2023). "The parties participate in a meeting with a mutually agreed-upon neutral third party who assists them in the discussion of their differences" is the procedure referred to as mediation (Sari et al., 2023). To put it plainly, the mediating variable explains how the independent and dependent variables relate to one another. "Where there is an inconsistent or weak relationship between the independent and dependent variables," according to Santoso et al. (2023), a moderator variable is frequently used. Other methods, like the three-phase hegemonic regression approach, can quantify moderating effects, but they involve the manual creation of interaction terms from characteristics, conversions, and computations.

TABLE 5. Direct and indirect relationship

	Relationships	Original Sample	T Statistics	P Values	Decision
H1	Attitude About Being a Farmer -> Intention to become a farmer	0.508	9.847	0.000	Supported
H2	Attitude About Being a Farmer -> Perceived Performance of farmer	0.279	7.082	0.000	Supported
H3	Perceived Behavior Control -> Intention to become a farmer	0.207	2.836	0.005	Supported
H4	Perceived Behavior Control -> Perceived Performance of farmer	0.194	3.413	0.001	Supported
	Attitude about Being a Farmer -> Self-Efficacy -> Perceived Performance of Farmer	0.162	3.541	0.000	Supported
	Perceived Behavior Control -> Self-Efficacy -> Intention to Become a Farmer	0.0760	1.991	0.047	Supported
	Perceived Behavior control -> Self-Efficacy -> Perceived Performance of Farmer	0.168	4.209	0	Supported
	Attitude about being a farmer -> Self-Efficacy -> Intention to become a Farmer	0.074	1.992	0.047	Supported
	Moderating Effect 1 -> Intention to become a farmer	0.123	1.807	0.001	Supported
	Moderating Effect 2 -> Perceived Performance of Farmer	-0.095	1.385	0.037	Supported

The slopes in Figures 3 and 4, as discussed by (Baron & Kenny, 1986), exhibit statistical significance across varying levels of findings, encompassing low, moderate, and high levels. This suggests that these findings are robust and hold true despite variations in the moderating impact on the associations.

Regarding farmers belonging to the South Kalimantan Province of Indonesia, their primary concern appeared to

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be the moderating influence of social capital on the well-established, positive link between self-efficacy and the intention to become a farmer. Second, the moderating influence of social capital on the well-established, positive link between self-efficacy and the perceived performance of farmers. In simpler terms, when self-efficacy and intention to become a farmer and perceived performance of farmer were rated poorly, there was an observed increase in the importance of social capital. In other words, farmers from these regions seemed to place a greater emphasis on the social capital of their experiences when they were less satisfied with self-efficacy and intention to become a farmer and perceived performance of farmer. In essence, they recognized that elevating social capital could help compensate for lower levels of self-efficacy and intention to become a farmer and perceived performance of farmer, which was particularly pertinent for farmers, belongs to South Kalimantan Province of Indonesia.

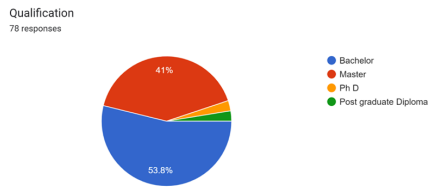

FIGURE 3. Moderating effect 1

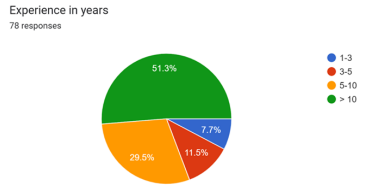

FIGURE 4. Moderating effect 2

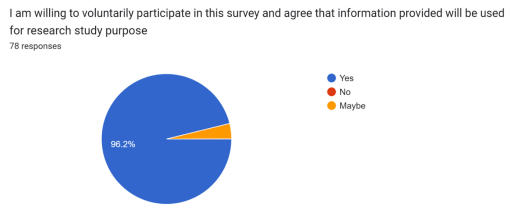

FIGURE 5. Assessment of Bootstrapping

DISCUSSION AND CONCLUSION

Research on farmers' perceived performance and intentions to become farmers has garnered substantial attention in the discourse. The current study finds that attitudes about being a farmer, perceived behaviour control on farmers' perceived performance and intentions to become farmers, and the role of self-efficacy and social capital as mediators and moderators, as well as for the development of planned behaviour theory, all were accepted. According to previous research (Hayat et al., 2020; Kavin et al., 2023; Marhamah et al., 2020; Nybom et al., 2021; Pant et al., 2022; Yin & Zhou, 2023), the study's treatment of farmers' perceived performance as a result of social capital. It also found an important link that motivates farmers to perform better, which is in line with the findings of Hayat et al. (2020). Additionally, the study finds a positive correlation between member farmers' perceived performance and their views regarding producing. The findings of the structural model indicate that for farmers' perceived performance members to attain overall performance in the collective organization, perceived behavior control and self-efficacy are two essential components that they must perceive. All of the suggested hypotheses are supported by our empirical approach. Overall, our research provided a reasonable explanation that looks at the mediating function of self-efficacy for the first time. By combining two streams of thought, attitudes towards farming and perceived behavior control on farmers' perceived performance and intentions to become farmers, this study adds new knowledge to the field of farmer producer organization and, consequently, a novelty in the existing literature. This is particularly relevant to the development of farmer producers in the South Kalimantan Province of Indonesia.

One of the main conclusions of our research is that people's ambitions to become farmers are strongly positively correlated with their opinions about farming. This finding is in line with earlier studies (Farani et al., 2021; Hassan et al., 2021) and emphasises how critical it is to promote favourable attitudes about farming as a career in order to get more people to think about it as a feasible option. Additionally, the significance of perceived behavior controls a person's confidence in their capacity to overcome challenges and effectively engage in a particular behavior, like farming, was also investigated in our study. Our results provide credence to the notion that attitudes and intentions to become farmers are positively correlated with higher levels of perceived behavior control. This is consistent with past research emphasizing the role of perceived control Islam et al. (2022) and self-efficacy Bagheri et al. (2021) in explaining and predicting a range of behaviors. A unique contribution to the literature is also made by the study, which emphasizes the mediating function of social capital and self-efficacy in the link between these variables. Although self-efficacy has been studied previously as a significant individual-level factor influencing career choices.(Hassan

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et al., 2021), our research suggests that self-efficacy may be a key factor in explaining the relationship between attitudes, perceived behavior control, and intentions to become a farmer. Intentions to become farmers are significantly shaped by social capital, which is defined as the resources and support that people can obtain through their social networks (Farani et al., 2021; Hassan et al., 2021). These results deepen our understanding of how career goals are shaped by social capital (Moghfeli et al., 2023).

The outcome gives policy makers, agribusiness experts, marketers, and extension workers more information with which to work as they create an environment for knowledge sharing, an organizational framework, and a network of access to resources. Furthermore, the study's conclusion is essential to comprehending farmers' perceptions of or beliefs about their capacity for performance. Their efforts are more tenacious the more confident they are in their talents. Moreover, the incorporation of the notion of self-efficacy into the analysis of social capital and farmers' perceived performance offers an alternative viewpoint. Therefore, policymakers should seek to create programs that increase farmers' perceived performance in order to increase their skills (self-efficacy), as well as their network of resources, organizational structure, and environment for exchanging knowledge (social capital), all of which will lead to better performance.

Implications of Study

Theoretically speaking, this study broadens the scope of the Theory of Planned Behaviour (TPB) by adding new components like social capital and self-efficacy that function as moderators and mediators. The addition of these variables enhances the theoretical framework by providing a more thorough understanding of the fundamental processes influencing people's aspirations to become farmers. This theoretical development advances our knowledge of the process through which people make decisions about their careers and can be used as a model for researching career aspirations in other fields. The findings of this study have a number of significant practical ramifications. It emphasizes the importance of cultivating positive attitudes about being a farmer first. Policymakers, educational institutions, and agricultural organizations to create campaigns and programs that highlight farming as a desirable career option can use this information. These initiatives could involve publishing success stories of young farmers, offering mentorship programs, and developing instructional materials that emphasize the advantages and prospects of the agriculture industry. The study also highlights the significance of self-efficacy and perceived behavior control in shaping people's aspirations to become farmers. The goals of effective interventions should be to give people more faith in their capacity to succeed in farming and to equip them with the knowledge, assets, and assistance they need to overcome the obstacles that come with the job. This could entail developing networks of support for aspiring farmers, providing financial aid, and offering training courses. Moreover, acknowledging the influence of social capital on career aspirations implies that endeavors must to be undertaken to promote networking and exchange of knowledge among farmers. This can be accomplished by setting up community gatherings, workshops, and agricultural forums where prospective farmers can network with more seasoned ones and pick up useful advice and information.

Limitations and Future Research

Even though the current study has shed light on the linkages between the variables influencing intentions to become farmers and the Theory of Planned Behaviour (TPB) framework, it is important to recognize several limitations that present potential for further investigation. First, the study's cross-sectional design limits our capacity to determine the causal links between the variables we looked at. To monitor how attitudes, self-efficacy, and social capital change over time and how they affect the actual career choices of people who are interested in farming, longitudinal study is required. Second, qualitative approaches can provide greater depth and context than quantitative research, even though the latter is useful for statistical insights. Subsequent investigations may supplement these numerical results with qualitative inquiry to acquire a more comprehensive comprehension of the encounters, incentives, and obstacles encountered by prospective farmers. (Abid & Jie, 2023) The study's third restriction is to the very small sample size that was employed. Increasing the size and diversity of the sample might improve the findings' generalizability. Investigating if the associations found hold true in various geographic locations, cultural contexts, and agricultural practises would be especially beneficial because these elements have a big impact on how farming is viewed as a job.

Moreover, moderating factors that were not examined in this study may be investigated in future research. For example, other factors influencing attitudes and intents to become a farmer include educational background, resource availability, and generational disparities within agricultural families. Analysing these moderating variables may provide a more thorough comprehension of the decision-making process. Furthermore, the study concentrated on

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individual-level characteristics rather than exploring more general economic and policy-related aspects that could affect how appealing farming is as a job. Subsequent investigations may examine the ways in which governmental regulations, economic circumstances, and eco-friendly campaigns influence people's attitudes and plans about farming.

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