

## Analysis of the Determining Factors of Generation Z's Interest in Working in the Agricultural Sector In Bima Regency



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**ABSTRACT:** This research is motivated by the phenomenon of the high interest of generation Z in Bima Regency in choosing to work in the agricultural sector. This research aims to analyze the influence of various factors, such as family economic conditions, environment, personality, motivation, and farming experience, on Generation Z's interest in choosing to work in the agricultural sector in the Bima Regency area. The type of research used is quantitative-descriptive. The population is generation Z, aged 15–24 years, who work as farmers or in the agricultural sector in six sub-districts in Bima Regency, namely Lambu, Monta, Wera, Langgudu, Belo, and Sape, with a total sample of 322 respondents. Primary data collection was carried out through interviews, observation, and documentation using questionnaire instruments and Google Forms. The data analysis was carried out using the multiple linear regression method. The results of the analysis show that partially family economic factors, environment, personality, motivation, and farming experience have a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency. Meanwhile, simultaneously, family economic variables, environment, personality, motivation, and farming experience have a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency.

**KEYWORDS:** Family Economy, Environment, Personality, Motivation, Farming Experience, Generation Z Interests.

### I. INTRODUCTION

Every country has the goal of improving the welfare and quality of life of its citizens through the process of economic development. In this effort, each economic sector has a different and important role. According to Todaro (2006), in the early stages of economic development, the agricultural sector usually makes the largest contribution to a country's economy. This happens because the majority of the population in low-income countries works in the agricultural sector, so output and employment are still dominated by this sector.

The agricultural sector not only provides employment opportunities but also plays an important role in supplying raw materials for industry, contributing to the country's foreign exchange through exports of agricultural commodities, and meeting domestic food needs (Suryana, 2012). Therefore, the successful development of the agricultural sector will greatly determine the success of overall economic development at the national level. As stated by Prastowo (2007), the agricultural sector plays a very important and crucial role in Indonesia because the majority of the population depends on this sector to earn a living. Susilowati (2016) In addition, Indonesia has long been known as an agricultural country with a wealth of natural resources, biodiversity, and a tropical climate that supports agricultural activities.

The active involvement of farmers in increasing agricultural production is very dependent on the quality of human resources in the sector. Factors such as farmers' knowledge and skills in implementing efficient and sustainable agricultural practices, access to modern agricultural technology, and a good understanding of agricultural management principles all influence the productivity and sustainability of the agricultural sector (Ibrahim, 2021). According to Ritonga (2015), to support sustainable agricultural development, the availability of adequate human resources is an urgent need. The ideal human resource to ensure the sustainability of agricultural development in the future is the younger generation, because young people are considered more adaptive to the latest information and technology. Youth have the potential to be an ideal catalyst to change the negative image of farmers, especially in rural areas.

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Regrettably, Indonesia is presently grappling with a shortage of young people pursuing careers in agriculture to replace the aging population of farmers. Many young people who should be the successors to the sustainability of the agricultural sector have actually lost interest in working in this field. Young people tend to be more interested in migrating to big cities or working in companies as employees or industrial workers with incomes around the regional minimum wage. Apart from that, the younger generation prefers to become urbanites by leaving the villages and looking for work in urban areas (Maulana, 2021). The impact of the low interest of young people in agriculture, as described by Budiati (2014), is the loss of the regeneration of agricultural managers in the future. This phenomenon raises concerns about the sustainability of the agricultural sector in the future if there is no right solution.

Currently, there seems to be a tendency for many young people to no longer be interested in pursuing agriculture. This is caused by negative perceptions of farming and the fate of farmers, which is seen as bleak. According to Sembara (2009), the fundamental factors that cause a decline in youth interest in agricultural activities include a lack of public awareness of the agricultural sector, negative public perceptions of agriculture as indicated by a decline in the image of farmers, as well as the identification of farmers with poverty in rural areas. Susilowati (2016) revealed that the image of agriculture, which is considered less prestigious, less attractive, and linked to poverty, is increasingly reducing the interest of the younger generation in getting involved in this field. Meanwhile, Ritonga (2015) believes that to ensure sustainable agricultural development, the involvement of the younger generation as human resources is ideal because they are considered more adaptive in adopting the latest technological innovations and information. The young generation in question are those who belong to generation Z.

This research focuses on the younger generation, belonging to generation Z, with an age range of 15 to 24 years. The choice of the age range of 15 years as the lower limit is based on the consideration that at that age, a person is already categorized as a working-age population. Meanwhile, the upper limit of 24 years was chosen, referring to the age grouping carried out by the Central Statistics Agency (BPS), which divides the 24-year-old age group into two groups, namely 15–19 years and 20–24 years. Thus, determining the age range of 15–24 years in this study makes it possible to look comprehensively at the interests of Generation Z at the age they have entered the workforce.

Currently, the majority of workers in the agricultural sector have entered old age, while young workers are rarely found working on agricultural land. Many of the younger generation, including generation Z, have shifted to non-agricultural sectors such as manufacturing and services, so their interest in getting involved in agriculture has decreased (Fauzi, 2022). However, in contrast to this general trend, facts on the ground in the Bima Regency area actually show that Generation Z is currently more interested in the agricultural sector than the manufacturing and service sectors. According to the Bima Regency Central Statistics Agency in 2022, Generation Z's interest in working in Bima Regency tends to be dominated by the agricultural sector in 2022, at 59.6%. Meanwhile, their interest in the manufacturing sector is only 5.82% in 2022, while the percentage for the services sector is 34.59%. This shows that, despite variations, the agricultural sector remains the favorite career choice for Generation Z in Bima Regency.

The high interest of Generation Z in Bima Regency in choosing to work in the agricultural sector cannot be separated from the various factors or elements that influence and determine their decision. These factors are referred to as determinants. According to the Big Indonesian Dictionary, a determinant is a factor or element that determines or influences something. In the context of this research, determinants refer to factors such as family economic conditions, environment, personality, motivation, and farming experience that can influence generation Z's interest in entering the agricultural sector in the Bima Regency area. Understanding these determinants is important to identify the main drivers that encourage young people's interest in agriculture in the area. So this research aims to analyze the determinants of generation Z's interest in working in the agricultural sector. Determinants in this context refer to influencing factors such as family economy, environment, personality, motivation, and farming experience, which can influence generation Z's interest in working in the agricultural sector in Bima Regency.

## **II. LITERATURE REVIEW**

### **A. Agricultural sector**

According to the Central Statistics Agency, the agricultural sector is a field that includes agricultural, forestry, and fisheries activities. Agricultural activities focus on the process of growing plants and animals, where farmers carry out conservation and stimulation so that plants can grow in their farming activities. Tambunan (2006) describes agriculture as a typical form of production based on the growth of plants and animals, with farmers managing and encouraging plant growth in farming, which is a business. Meanwhile, Damanik (2014) stated that agriculture is an activity carried out as a response to the challenge of food availability due to the reduction in natural food sources in nature along with the growth of the human population. Thus, agriculture includes fields such as cultivation, fisheries, animal husbandry, plantations, forestry, management of agricultural products, and

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marketing of agricultural products. Mukhyi (2007) explains that the agricultural sector has an important role in national economic development.

The agricultural sector not only plays a role in national economic development but also has a crucial role in providing food sources and maintaining community food security. Sunarso (2017) emphasized that agriculture is the backbone of food supply in Indonesia, which relies on agricultural land as the main capital. As population increases, land that can be used for food production is increasingly limited. This condition encourages farmers to develop the cultivation of various types of plants, including food crops, plantation crops, fruit crops, and wood crops, on various types of available land. Therefore, the agricultural sector plays an important role in ensuring the availability of adequate food for the Indonesian people.

### **B. Generation Z**

Generation Z refers to a group of individuals born between 1995 and 2010. This generation is also known as the iGeneration or Net Generation (Stillman, 2018). According to Noordiono (2016), generation Z is a generation that has been familiar with technology and the web from an early age, a generation that is hungry for new technology. The latest technology is like a fresh discussion that must be enjoyed immediately in order to feel the benefits. Generation Z, better known as the computerized generation, grows and develops with a dependence on technology and various technological devices.

Yadav (2017) revealed that generation Z grew up along with technological developments, especially internet technology. This generation is accustomed to using the internet to expand communication networks through the use of social media. As the largest online consumers, generation Z is very attached to bold communication. Apart from that, Andrea (2016) research shows that generation Z and the millennial generation in general are individuals who are confident, able to communicate well, are creative, and think about their future careers. Cseh-Papp (2017) also believes similarly that generation Z places great importance on career and personal relationships and has a high level of self-confidence. In terms of work environment preferences, Arar (2015) found that generation Z prefers a work environment that is flexible, has few rules, and provides high authority in decision-making compared to previous generations. Kubatova (2016) added that generation Z prefers personal communication, uses the internet to search for information, and wants autonomy in carrying out tasks.

### **C. Interest**

Interest is a tendency or interest that arises from within oneself without any compulsion towards a particular thing or activity. This feeling of attraction is basically a form of acceptance of the relationship between oneself and something outside of oneself. Interest is not something that is innate but is acquired and develops as a person grows. Interest can be expressed through statements that show a tendency to prefer something over another. Apart from that, interest can also be seen in a person's participation or involvement in an activity (Slameto, 2010). In line with this explanation, Djaali (2013) stated that interest is a feeling of curiosity—the desire to learn, admire, or own something. Furthermore, interest is part of the affective domain, which includes awareness and the selection of certain values.

According to Slameto (2003), interest is a consistent tendency to pay attention to and remember certain activities. Meanwhile, Djaali (2008) states that interest is a feeling of fondness and interest in a thing or activity that arises from within oneself without any coercion from other parties. Furthermore, Crow (2008) stated that interest is related to the driving force that encourages a person to be involved or communicate with people, objects, activities, or experiences that are stimulated by the activity itself.

Someone who has an interest in a particular field will show several indicators, as explained by Anggriyani (2021). First, these people tend to continue to pay attention and remember information related to their area of interest on an ongoing basis. Second, he will feel feelings of liking and joy towards things related to his interests. Third, a sense of pride and satisfaction will arise regarding the field of interest. Fourth, there is an interest that encourages him to participate actively in activities related to that interest. Fifth, the tendency to pay more attention to areas of interest than other things. Finally, the manifestation of interest will be seen in his active participation in various activities related to his area of interest.

## **III. METHODOLOGY**

This study employs quantitative research methods following a descriptive approach. The research location is in the Bima Regency area, with a focus on six sub-districts, namely Monta, Lambu, Wera, Belo, Langgudu, and Sape. The selection of the six sub-districts was based on the largest number of generation Z farmers (aged 15–24 years) in Bima Regency. The number of samples used as respondents was 322. The sampling technique uses purposive sampling with the criteria of generation Z aged 15–24 years who are still actively working in the agricultural sector or as farmers for various agricultural commodities cultivated in the area and live in six sub-districts in Bima Regency. Primary data was collected through interviews, observation, and documentation using questionnaire instruments and Google Forms.

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The data analysis used is multiple linear regression. In this research, the mathematical model used to predict the relationship between the dependent variable and one or more independent variables is the regression equation, which is as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \varepsilon$$

Information:

Y = Generation Z Interests

X1 = Family Economy

X2 = Environment

X3 = Personality

X4 = Motivation

X5 = Farming Experience

$\varepsilon$  = error term

$\beta_0$  = Constant

$\beta_1 - \beta_5$  = Variable Coefficients X1, X2, X3, X4, X5

### IV. RESULT AND DISCUSSION

#### A. Test Research Instruments

**Validity Test:** Validity testing is carried out to measure whether a questionnaire can be considered valid or not. A questionnaire is said to be valid if the questions in it are able to reveal something that the questionnaire wants to measure. The validity test uses Pearson correlation analysis, the results of which will determine whether the instrument items are valid or not. If, at a significance level of 5%, the calculated r value is greater than the r table, then it can be concluded that the item instrument is valid (Ghozali, 2018). The correlation formula used is the product-moment correlation formula proposed by Pearson.

In this study, validity test calculations were carried out using the SPSS for Windows program. The calculations were carried out by comparing the calculated r value with the r table value ( $df = n-2$  with a significance level of 0.05), and the r table value obtained was ( $df = 322$  minus  $2 = 320$ , with a significance level of 0.05) = 0.109. If  $r_{count} < r_{table}$ , then it is said to be invalid, whereas if  $r_{count} \geq r_{table}$ , then it is said to be valid. Based on the results of the validity test data processing on family economic variables (X1), environment (X2), personality (X3), motivation (X4), farming experience (X5), and interests of generation Z (Y), by using the Statistical Program for Social Science (SPSS), the validity value of each statement item is obtained as follows:

**Table 1. Research Validity Test**

Research variable	Items	r Count	r Table	Information
Family Economics (X1)	X1.1	0.561	0.109	VALID
	X1.2	0.406	0.109	VALID
	X1.3	0.516	0.109	VALID
	X1.4	0.533	0.109	VALID
	X1.5	0.651	0.109	VALID
	X1.6	0.452	0.109	VALID
	X1.7	0.476	0.109	VALID
	X1.8	0.485	0.109	VALID
	X1.9	0.521	0.109	VALID
Environment (X2)	X2.1	0.476	0.109	VALID
	X2.2	0.478	0.109	VALID
	X2.3	0.519	0.109	VALID
	X2.4	0.522	0.109	VALID
	X2.5	0.497	0.109	VALID
	X2.6	0.515	0.109	VALID
	X2.7	0.507	0.109	VALID
	X2.8	0.369	0.109	VALID
	X2.9	0.461	0.109	VALID
	X2.10	0.434	0.109	VALID
Personality (X3)	X3.1	0.345	0.109	VALID
	X3.2	0.484	0.109	VALID

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	X3.3	0.468	0.109	VALID
	X3.4	0.57	0.109	VALID
	X3.5	0.533	0.109	VALID
	X3.6	0.537	0.109	VALID
	X3.7	0.48	0.109	VALID
	X3.8	0.544	0.109	VALID
	X3.9	0.466	0.109	VALID
	X3.10	0.409	0.109	VALID
	X3.11	0.409	0.109	VALID
Motivation (X4)	X4.1	0.34	0.109	VALID
	X4.2	0.396	0.109	VALID
	X4.3	0.44	0.109	VALID
	X4.4	0.44	0.109	VALID
	X4.5	0.472	0.109	VALID
	X4.6	0.469	0.109	VALID
	X4.7	0.448	0.109	VALID
	X4.8	0.434	0.109	VALID
	X4.9	0.549	0.109	VALID
	X4.10	0.437	0.109	VALID
	X4.11	0.419	0.109	VALID
	X4.12	0.344	0.109	VALID
Farming Experience (X5)	X5.1	0.382	0.109	VALID
	X5.2	0.499	0.109	VALID
	X5.3	0.543	0.109	VALID
	X5.4	0.53	0.109	VALID
	X5.5	0.541	0.109	VALID
	X5.6	0.538	0.109	VALID
	X5.7	0.538	0.109	VALID
	X5.8	0.514	0.109	VALID
	X5.9	0.457	0.109	VALID
Generation Z Interests (Y)	Y1	0.585	0.109	VALID
	Y2	0.472	0.109	VALID
	Y3	0.461	0.109	VALID
	Y4	0.548	0.109	VALID
	Y5	0.424	0.109	VALID
	Y6	0.452	0.109	VALID
	Y7	0.509	0.109	VALID
	Y8	0.412	0.109	VALID
	Y9	0.493	0.109	VALID
	Y10	0.435	0.109	VALID

Table 1 above shows the results of the validity test of the family economic variables, environment, personality, motivation, farming experience, and interests of Generation Z, which were measured using statement items. The results of the validity test show that all variables in this study produce different calculated r values for each statement item. However, all statement items for all research variables have a calculated r value greater than 0.109 (table r value), which means that all statement items are declared valid and can be analyzed further.

**Reliability Test:** Reliability measurement is a tool for measuring a questionnaire, which is an indicator of a variable. A questionnaire is said to be reliable if the answers to the questions are consistent or stable over time (Ghozali, 2018). A reliability test is used to test scores between items using Cronbach's alpha. The reliability test is used in decision-making; if the Cronbach Alpha value is  $> 0.6$ , then the variable question is reliable, and if the Alpha value is  $< 0.6$ , then the variable question is not reliable.

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Calculations are carried out with the help of the Statistical Program for Social Science (SPSS). The results of the reliability test in this research can be seen from the Cronbach's alpha value obtained through reliability testing with the Statistical Program for Social Science (SPSS).

**Table 2. Reliability Test**

No	Variable	N of Items	Cronbach's Alpha (a) value	Standard Cronbach's Alpha (a)	Information
1	Family Economic	9	0.648	0.6	Reliable
2	Environment	10	0.607	0.6	Reliable
3	Personality	11	0.660	0.6	Reliable
4	Motivation	12	0.606	0.6	Reliable
5	Farming Experience	9	0.634	0.6	Reliable
6	Interests of Generation Z	10	0.626	0.6	Reliable

Based on the table above, the Cronbach's Alpha (a) value obtained for each variable, namely family economic variables, environment, personality, motivation, farming experience and interests of generation Z, has a Cronbach's Alpha (a) value above 0.6. Thus, all statements contained in the questionnaire in this study were declared reliable.

### B. Classic assumption test

**Normality test:** Data normality testing is carried out to verify whether confounding or residual variables in the regression model are normally distributed or not. This test uses the Kolmogorov-Smirnov method. The requirements for the normality test are that if the value of Asymp.Sig. (2-tailed) > 0.05, then the data is normal, whereas if the value of Asymp.Sig. (2-tailed) < 0.05, then the data is not normally distributed (Ghozali, 2018). The table that follows presents the outcomes of the normality test:

**Table 3. Normality test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		322
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.02762883
Most Extreme Differences	Absolute	.035
	Positive	.035
	Negative	-.027
Test Statistic		0.035
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the test results, the Asymp.Sig significance value was obtained. (2-tailed) of 0.200, which means the value of Asymp.Sig. (2-tailed) 0.200 > 0.05, then it can be said that the normality assumption is met.

**Multicollinearity Test:** The purpose of the multicollinearity test is to examine if there exists a correlation among the independent variables within the regression model. A good regression model should have no correlation between independent variables. The presence of multicollinearity can be detected by analyzing the tolerance value and its inverse, known as the variance inflation factor (VIF). To determine the absence of multicollinearity between independent variables in the regression model, the method is to have a tolerance value > 0.10 and a variance inflation factor (VIF) value < 10 (Ghozali, 2018). The multicollinearity test results are as follows:

Table 4. Multicollinearity Test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Family Economic	0.976	1.024
	Environment	0.982	1.019
	Personality	0.872	1.147
	Motivation	0.904	1.106
	Farming Experience	0.837	1.194

a. Dependent Variable: Interests of Generation Z

Based on the test results table, it can be seen that the tolerance value of the independent variable family economy is  $0.976 > 0.10$  with a VIF value of  $1.024 < 10$ , environment  $0.982 > 0.10$  with a VIF value of  $1.019 < 10$ , personality  $0.872 > 0.10$  with a VIF value of  $1.147 < 10$ , motivation  $0.904 > 0.10$  with a VIF value of  $1.106 < 10$ , farming experience  $0.837 > 0.10$  with a VIF value of  $1.194 < 10$ . Therefore, it can be concluded that the independent variables used in the regression model of this research are free from multicollinearity or that there is no correlation between independent variables.

**Heteroscedasticity Test:** According to Ghozali (2018), the heteroscedasticity test is conducted to assess if there exists an unequal variance among the residuals from one observation to another within the regression model. If the variance from the residuals from one observation to another is constant, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. A good regression model is either homoscedastic or does not have heteroscedasticity. The method used to determine whether there are symptoms of heteroscedasticity is through a graphic plot between the predicted value of the dependent variable (ZPRED) and its residual (SRESID) and the Glejser test. Whether there are symptoms of heteroscedasticity can be determined in two ways, namely: 1) if the scattering of data in the form of dots forms a certain and regular pattern, then a heteroscedasticity problem occurs. 2) If the data distribution in the form of points does not form a certain pattern and spreads above and below the Y axis, then there is no heteroscedasticity problem. Apart from looking at plot graphs, symptoms of heteroscedasticity can also be detected using the Glejser Test.

The visual display that represents the results of heteroscedasticity testing in this research using the Statistical Program for Social Science (SPSS) application can be observed in the image presented after this sentence.

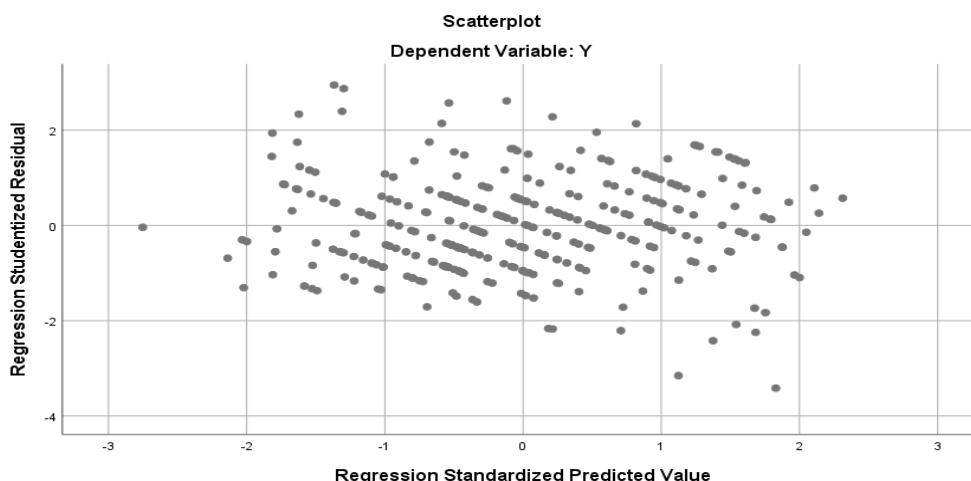


Figure 1. Heteroscedasticity test

The analysis results in Figure 1 show that the points are spread randomly and do not form a particular pattern. This shows that there is no indication of heteroscedasticity in the model. To more clearly detect whether there is heteroscedasticity, the Glejser test can be carried out, which is seen by producing a regression of the absolute residual value ( $AbsU_i$ ) against other independent variables. The results of the Glejser test in this study are shown in the table below:



Table 5. Heteroscedasticity Test

Coefficients <sup>a</sup>		
Model		Sig.
1	(Constant)	0.649
	Family Economic	0.625
	Environment	0.551
	Personality	0.711
	Motivation	0.839
	Farming Experience	0.826

a. Dependent Variable: Abs\_RES

Based on the data from the Glejser test above with a significance value (sig) for the family economic variable of 0.625, environment of 0.551, personality of 0.711, motivation of 0.839, and farming experience of 0.826, these results clearly show that none of the independent variables are significantly significant. Statistics affect the dependent variable ABS RES value because the significance probability value is above 0.05. So it can be interpreted that in the regression analysis of this study, there were no symptoms of heteroscedasticity.

**C. Multiple linear regression**

Multiple linear regression is a statistical method used to model the relationship between several independent variables and one dependent variable (Ghozali, 2018). The results of data processing using multiple linear regression in this research are in the following table:

Table 6. Multiple linear regression

Coefficients <sup>a</sup>		
Model		Unstandardized Coefficients
		B
1	(Constant)	5.718
	Family Economic	0.213
	Environment	0.119
	Personality	0.220
	Motivation	0.122
	Farming Experience	0.482

a. Dependent Variable: Interests of Generation Z

Based on the table above, a multiple linear regression equation can be created as follows:

$$Y = 5,718 + 0,213 X_1 + 0,119 X_2 + 0,220 X_3 + 0,122 X_4 + 0,482 X_5$$

Information:

Y = Generation Z Interests

X1 = Family Economy

X2 = Environment

X3 = Personality

X4 = Motivation

X5 = Farming Experience

Based on the results of this equation, the meaning and significance of each variable can be explained as follows:

- The constant coefficient is positive, namely 5.718. This indicates that there is a unidirectional relationship between the independent variables and the dependent variable. This means that if all independent variables, namely family economic conditions, environmental factors, personality characteristics, motivation, and farming experience, are given constant or do not change, then generation Z's interest in working in the agricultural sector in the Bima Regency area tends to increase.
- The coefficient value of the family economic variable (X1) is positive (+) at 0.213, which means there is a unidirectional relationship between the family economic variable (X1) and the interest variable of generation Z (Y). This means that if the



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family's economic conditions improve, Generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.

- The coefficient value of the environmental variable (X2) is positive (+) at 0.119, which means there is a unidirectional relationship between the environmental variable (X2) and the interest variable of generation Z (Y). This means that if the environment becomes more supportive, Generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.
- The coefficient value of the personality variable (X3) is positive (+) at 0.220, which means there is a unidirectional relationship between the personality variable (X3) and the interest variable of generation Z (Y). This means that if personality becomes more suited to the agricultural sector, Generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.
- The coefficient value of the motivation variable (X4) is positive (+) at 0.122, which means there is a unidirectional relationship between the motivation variable (X4) and the interest variable for generation Z (Y). This means that if Generation Z's motivation for agriculture increases, their interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.
- The coefficient value of the farming experience variable (X5) is positive (+) at 0.482, which means there is a unidirectional relationship between the farming experience variable (X5) and the interest variable for generation Z (Y). This means that if generation Z has more or longer experience working in the agricultural sector, their interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.

### D. Hypothesis test

**F Test (Simultaneous):** According to Damodar (2013), the F test (simultaneous) is used to measure the joint influence of independent variables in influencing the dependent variable. Following are the results of the F test (simultaneous):

**Table 7. F Test (Simultaneous)**

ANOVA <sup>a</sup>	
F	Sig.
69.476	0.000 <sup>b</sup>
a. Dependent Variable: Y	
b. Predictors: (Constant), X5, X2, X1, X4, X3	

In table 7, it can be seen that the calculated F value is 69.476, which means it is greater than the F table value of 2.24 (Ftable 69.476 > Ftable 2.24) and the significant value is 0.000, meaning the significant value is below 0.05. This shows that the hypothesis in the research accepts Ha and rejects H0. Thus, family economic variables, environment, personality, motivation, and farming experience simultaneously have a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency.

**t test (partial):** The t test (partial) was carried out to determine the effect of individual independent variables on the dependent variable. If the probability value  $t < 0.05$ , then the results are significant, meaning there is an influence of the individual independent variables on the dependent variable (Ghozali, 2016). Partial hypothesis testing can be seen in the following table:

**Table 8. t test (partial)**

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	1.824	0.069
	Family Economic	5.039	0.000
	Environment	3.082	0.002
	Personality	6.189	0.000
	Motivation	3.402	0.001
	Farming Experience	10.987	0.000
a. Dependent Variable: Interests of Generation Z			

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The results of the t test analysis (partial) in Table 8, which are the results of the regression, can be explained as follows:

- The influence of family economics (X1) on the interests of generation Z (Y)  
The results of the t test (partial) on the family economic variable have a significance value of 0.0000, which means  $<0.05$ , and the  $t_{count} > t_{table}$  ( $5.039 > 1.650$ ), so it can be concluded that the family economic variable has a significant influence on Generation Z's interest in working in the sector. agriculture in Bima Regency.
- The influence of the environment (X2) on the interests of generation Z (Y)  
The results of the t test (partial) on environmental variables have a significance value of 0.0002, which means  $<0.05$ , and the value of  $t_{count} > t_{table}$  ( $3.082 > 1.650$ ), so it can be concluded that the environment (X2) has a significant influence on the interest of generation Z who work in the agricultural sector in the Regency. Bima.
- The influence of personality (X3) on the interests of generation Z (Y)  
The results of the t test (partial) on the personality variable have a significance value of 0.0000, which means  $<0.05$ , and the  $t_{count} > t_{table}$  ( $6.189 > 1.650$ ), so it can be concluded that the personality variable (X3) has a significant influence on Generation Z's interest in working. in the agricultural sector in Bima Regency.
- The influence of motivation (X4) on the interests of generation Z (Y)  
The results of the t test (partial) on the motivation variable have a significance value of 0.0001, which means  $<0.05$  and the  $t_{count} > t_{table}$  ( $3.402 > 1.650$ ), so it can be concluded that the motivation variable (X4) has a significant influence on Generation Z's interest in working. in the agricultural sector in Bima Regency.
- The influence of farming experience (X5) on the interests of generation Z (Y)  
The results of the t test (partial) on the farming experience variable have a significance value of 0.0000, which means  $<0.05$ , and the  $t_{count} > t_{table}$  ( $10.987 > 1.650$ ), so it can be concluded that the farming experience variable (X5) has a significant influence on the interest of generation Z, who works in the agricultural sector in Bima Regency.

### E. Coefficient of determination ( $R^2$ )

Ghozali (2018) explains that the coefficient of determination test ( $R^2$ ) is used to find out how much the independent variable influences the dependent variable.

**Table 9. Coefficient of determination ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	,724 <sup>a</sup>	0,524	0,516	2,044
a. Predictors: (Constant), X5, X2, X1, X4, X3				
b. Dependent Variable: Y				

Based on the test results in the table above, it can be seen that the R-square value is 0.524. This shows that 52.4% of the variation in generation Z's interest in working in the agricultural sector in Bima Regency can be explained by variations in the five independent variables, namely family economy, environment, personality, motivation, and farming experience. Meanwhile, the remainder, namely 47.6%, can be explained by other factors outside the model in this study, such as the area of land cultivated, land ownership status, other alternative job opportunities, parents' employment, parents' ownership of the land used, prestige, views on agriculture, distance of house from central urban areas, number of social media owners, and gender.

### F. Discussion

Based on the multiple linear regression analysis carried out, the results showed that all independent variables, namely family economy, environment, personality, motivation, and farming experience, had a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency. Further analysis of the test results carried out is as follows:

**The influence of the family economy (X1) on the interests of generation Z (Y):** Based on the results of testing using multiple linear regression, the results show that the family economy has a positive and significant effect on the interest of generation Z to work in the agricultural sector in Bima Regency. This is shown by the fact that the family economic variable (X1) has a probability value of  $0.000 < 0.05$  (the calculated probability is smaller than the 5 percent real level). Based on the results of multiple linear regression, the coefficient on the family economic variable is 0.213, which has a positive sign. This means that if the family's economic conditions improve, Generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.

## **Analysis of the Determining Factors of Generation Z's Interest in Working in the Agricultural Sector In Bima Regency**

**The influence of the environment (X2) on the interests of generation Z (Y):** Based on the results of testing using multiple linear regression, the results show that the environment has a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency. This is shown by the fact that the environmental variable (X2) has a probability value of  $0.002 < 0.05$  (the calculated t probability is smaller than the real level of 5 percent). Based on the results of multiple linear regression, the coefficient on the environmental variable is 0.119, which has a positive sign. This means that if the environment becomes more supportive, Generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.

**The influence of Personality (X3) on the Interests of Generation Z (Y):** Based on test results using multiple linear regression, the results showed that personality had a positive and significant effect on generation Z's interest in working in the agricultural sector in Bima Regency. This is shown by the results of the personality variable (X3) having a probability value of  $0.000 < 0.05$  (the calculated probability is smaller than the real level of 5 percent). Based on the results of multiple linear regression, the coefficient on the personality variable is 0.220, which has a positive sign. This means that if personality becomes more suited to the agricultural sector, then generation Z's interest in working in the agricultural sector in Bima Regency will also increase, assuming other variables are held constant.

**The influence of motivation (X4) on the interests of generation Z (Y):** Based on test results using multiple linear regression, the results showed that motivation had a positive and significant effect on Generation Z's interest in working in the agricultural sector in Bima Regency. This is shown by the results of the motivation variable (X4) having a probability value of  $0.001 < 0.05$  (the calculated probability t is smaller than the real level of 5 percent). Based on the results of multiple linear regression, the coefficient on the motivation variable is 0.122, which has a positive sign. This means that if generation Z's motivation in the agricultural sector increases, their interest in working in the agricultural sector in Bima Regency will also increase, assuming other variables are considered constant.

**The influence of farming experience (X1) on the interests of generation Z (Y):** Based on the results of testing using multiple linear regression, it was found that farming experience had a positive and significant effect on Generation Z's interest in working in the agricultural sector in Bima Regency. This was shown by the results of the farming experience variable (X5) having a probability value of  $0.000 < 0.05$  (the probability t calculated is smaller than the 5 percent real level). Based on the results of multiple linear regression, the coefficient on the farming experience variable is 0.482, which has a positive sign. This means that if generation Z has more or longer experience working in the agricultural sector, their interest in working in the agricultural sector in Bima Regency will also increase, assuming that other variables are considered constant.

## **V. CONCLUSIONS**

Based on the results of research and discussion regarding the influence of family economics, environment, personality, motivation, and farming experience on generation Z's interest in working in the agricultural sector in Bima Regency, the following conclusions can be drawn:

- Family economics, environment, personality, motivation, and farming experience partially have a positive and significant influence on generation Z's interest in working in the agricultural sector in Bima Regency.
- Family economics, environment, personality, motivation, and farming experience simultaneously have a positive and significant influence on generation Z's interest in working in the agricultural sector in Bima Regency.

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