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Theory of Planned Behavior and Readiness for Change on Behavioral Intention and Actual Behavior of Farmers

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Abstract

The aim of Research is implementing the Theory of Planned Behavior (TPB) in the Agricultural Sector which looks at the influence of TPB and Readiness For Change variables on intention for the sustainability of the sector. This type of research is quantitative research,. The technique of collecting research data through a questionnaire with a Likert scale with a sample of 85 people.The results of the study show that the *Attitude Norm* has a positive and significant effect on the variables *Intention*. Also *Subjective Norm* has a positive and significant effect on the variables *Intention Behavior* the variable *Previced Behavior Control* has a positive and significant effect on the variables*Intention Behavior*, *Readiness For Change* has a positive and insignificant effect on the variables *Intention Behavior*. *Intention Behavior* has a positive and significant effect on the variables *Actual Behavior*.

Keywords:*Theory Of Planned Behavior, Readiness For Change, Behavior Intention, Actual Behavior*

IINTRODUCTION

Indonesiaa as a developing country, committed to realizing food security, this is stated in Law Number 18 of 2012 concerning Food and followed up by Government Regulation of the Republic of Indonesia Number 17 of 2015 concerning food and nutrition security which shows that the government together with the community are responsible for realizing food security for all people. Food security is defined as a condition of fulfilling food for the community which is reflected in the availability of sufficient food, both in terms of quantity and quality, safe, evenly distributed and affordable. Experience has proven to us that disruptions to food security such as the skyrocketing price of rice during the 1997/1998 economic crisis, which developed into a multidimensional crisis has triggered social vulnerabilities that endanger economic stability and national stability.

.Availabilityn rice in the market in sufficient quantities and affordable prices is a serious homework for the government. If there is a shortage of this commodity in the market, it will cause panic in the community, both consumers, industry, and traders, therefore the government must be able to guarantee the availability of this commodity, this shows that the procurement of domestic rice production is very important in the context of the sustainability of national food independence with the target of achieving food/rice self-sufficiency (Suryana, 2005). Challengen the main problem in providing food is faced with the increasingly scarce availability of land resources (lack of resources), both in terms of area and quality, as well as conflicts of use (conflict of interest) (Pasandaran, 2006). High economic growth has led to very rapid growth in several economic sectors..

Agriculturen in general and food provision in particular can be sustainable, it is necessary to apply the concept of sustainable development. Sustainable development is development that can meet current needs without sacrificing the capabilities of future generations. Sustainability in agriculture

refers to an agricultural system that is economically viable, able to improve the quality of life of farmers and rural communities, and improve environmental quality (Fauzi and Oxtavianus, 2014).

Sustainabilityn encompasses complex matters that must integrate various information from ecological, economic and socio-cultural aspects (Alder et al., 2003). Sustainable development is the utilization of resources to meet the needs of current and future generations while still paying attention to environmental safety. Sustainable agriculture is built with an approach that can maintain high agricultural production and profits without causing environmental damage, so that development is expected to always be environmentally aware. Environmentally aware agriculture is an agricultural system that can create an optimal and sustainable agro-ecosystem that is ecologically, economically and socially sustainable (Liu and Zhang, 2013).

West Sumatra Province is a province that has quite extensive agricultural land. The agricultural sector is a sector that contributes quite significantly (23.50 percent) to the GRDP (Gross Regional Domestic Product) of West Sumatra in 2017 (Central Statistics Agency of West Sumatra 2018). One of the areas producing the best quality rice is Solok Regency/City, so Solok is nicknamed the Rice City in West Sumatra. Solok Regency is an area located in West Sumatra Province and provides the sixth highest contribution to the GRDP of West Sumatra Province. This can be seen from the GRDP (Gross Regional Domestic Product) of Solok Regency which reached 10,119,821.81 million rupiah in 2021 (Central Statistics Agency of West Sumatra Province, 2022).

Bayang District is one of the districts located in Pesisir Selatan Regency, West Sumatra Province, Indonesia. Bayang District is located about 75 km from Padang City to the south, namely after Koto XI Tarusan District from Padang City towards Painan City. While the distance of this district from Painan City is about 12 km, with the northern border being Koto XI Tarusan District, the southern border being IV Jurai District, the western border being Mentawai Islands Regency and the Indonesian Ocean, and the eastern border being South Solok Regency. (BPS Bayang, 2023).

The area of Bayang District reaches 77.5 km², this District also has a population of around 43,346 people consisting of 21,618 male people and 21,728 female people. In addition, Bayang District consists of 17 Nagari/sub-districts, namely: Nagari Api-api Pasar Baru, Pasar Baru, Tanjung Durian Pasar Baru, Sawah Laweh Pasar Baru, Asam Kamba Pasar Baru, Talaok, Kapeh Panji Jaya Talaok, Aur Begalung Talaok, Koto Berapak, Kapelgam Koto Berapak, Kapujan Koto Berapak, Koto Baru Koto Berapak, Kubang Koto Berapak, Gurun Panjang, Gurun Panjang Barat, Gurun Panjang Utara, Gurun Panjang Selatan

The main livelihoods of the people in Bayang District are farmers, gardeners, and livestock breeders. Agricultural products are in the form of rice, chilies, vegetables, food crops, plantations, and livestock. Some people also work as traders, entrepreneurs, civil servants, and private employees. The location of this research is in the Sawah Laweh area, as the name suggests, it does have very extensive agriculture in the village. Rice field farming inSawah Laweh Village, Bayang Districtis a sector superior because of its significant role in contributing to food supply in this region. If we pay attention to the distribution of the development of the community's employment sector, it can be seen in the following table:

Table 1. Occupational Groups of the Sawah Laweh Village Community in 2023

N0.	Group	Amount	Percent
1.	NOT WORKING YET/NOT WORKING	665	17.35%
2.	TAKING CARE OF HOUSEHOLD	966	25.20%
3.	STUDENTS	1086	28.33%
4.	RETIRED	26	0.68%
5.	CIVIL SERVANTS (PNS)	68	1.77%
6.	INDONESIAN NATIONAL ARMY (TNI)	5	0.13%
7.	POLICE OF THE REPUBLIC OF INDONESIA (POLRI)	8	0.21%
8.	TRADING	15	0.39%
9.	FARMER/GARDENER	533	13.91%

10.	FARMERS	3	0.08%
11.	FISHERMAN/FISHERY	25	0.65%
12.	INDUSTRY	0	0.00%

Source: BPS, South Pasisir Regency, 2023

From the table 1 above, the student and college student sector has the largest presentation of 28.33% in addition to taking care of the household 25.20% and the agricultural/plantation sector of 13.91% compared to other sectors. The level of community education is quite high, with diploma graduates up to Strata 3 of 8.5%. Connected to the high percentage of those currently studying 28.33%, of course in the future those who will continue the agricultural land they currently own will certainly be a problem in the future. From another sideCompetition for land use is increasing, especially between subsistence crops (rice) and commercial commodities. This pressure has disrupted efforts to increase rice productivity or even its sustainability. The meaning of sustainable here is interpreted as an effort to make farming businesses continue. continuous and productive while maintaining the sustainability of natural resources (Sudalmi, 2010). The phenomenon of competition for land use is increasing felt in coastal areas where cultivation technology is still traditional, such as generally still oriented towards the use of local rice varieties and the use of other production inputs that are not yet optimal. On the other handThe phenomenon of technological developments and social conditions in society that assume that college graduates tend to seek employment in urban areas has resulted in children of rice field farmers being less interested in continuing the farming that their parents are currently managing, which is worrying for the sustainability of rice field farming business management.The impact of this phenomenon is the occurrence of a regeneration crisis in the agricultural world, where this sector is increasingly lacking competent workers and has the potential to reduce food production in the long term.

Based on these aspects, the sustainability of rice farming is increasingly important in the current era of agricultural development, because rice is a source of food security (Asnawi et al., 2020). Several phenomena described above, further provide direction regarding the importance of knowing the factors that determine the sustainability of rice farming comprehensively, in both short-term and long-term perspectives.

LITERATURE REVIEW

Actual Behavioral

Peactual behavior is an individual's intention to do somethingbehavior that isthe function of attitudes towards the behavior and norms of the subjectactive yesngwhere is someonea can react or decide, depending on the intention of thebehavior that is formed ordeveloped (Lin, 2008). *Actual behavior*or actual behavior is an individual's intention that leads to certain behavior (Khan et al., 2023 in Tasya Aulia Amanda 2024). Actions in certain situations, decisions, and choices made by individuals or groups can be referred to as actual behavior. Actual behavior is influenced by motivational factors, experience, personal values, and certain situations. The combination of these factors can be considered by someone to decide on actions that can be in accordance with decisions that have been made. This behavior refers to desired or expected actions

According to Sihombing (2004), behavior can be divided into actions, activities, and relationships. Action is a physical movement in a short time. Activities are defined as actions that are repeated over a relatively long period of time. Behavior arises as a result of interaction between individual responses to stimuli coming from their environment in order to adapt and survive. The underlying cause of behavior is the drive that exists within humans, while drive is age, so behavior arises because of the drive to survive. Notoatmodjo (2003) revealed that there are three main elements in behavior, namely:

a. The presence of affective (feelings or assessments of various things).
b. Cognitive (knowledge, beliefs or opinions about an object).
c. Psychomotor (intentions and actions related to an object).

Pebehavior has a significant relationship in determining the level of utilization of health facilities. The Behavior Adoption Theory suggests that to change a person's behavior, they will go

through 5 stages, namely awareness, interest (attention or interest in new ideas), evaluation (behavior towards ideas), trial (efforts to try) and finally adoption (if they accept new ideas) (Notoatmodjo 2003). Indiadeveloped indicatorsAccording to research by Dalila et al. 2020 in (Amanda, 2024) explains that the Actual Behavioral indicators are:

1. Actions based on personal needs, any decision or activity that a person does to fulfill his/her needs or desires. These actions are usually influenced by the individual's priorities, values, and life situations.
2. Actions based on Information information, decisions or steps taken by a person after collecting, analyzing and considering relevant information.

Behavioral Intention

In general, in TPB, a person's behavior towards a behavioral object is directly influenced by behavioral intentions (Nuraini et, al 2024). Intention refers to "an indication of how hard people are willing to try, how much effort they plan to put into performing such behavior" According to Ajzen, 1991 (In Fitriani and Gusti, 2023). This theory views intention as a result of attitude (attitude to behavior - ATB), perceived behavioral control (PBC), and subjective norms (SN).

The Theory of Planned Behavior Model shows that a person's behavior arises because of the desire to behave, so the theory states that a person's intention to carry out certain actions is influenced by three variables, including attitudes towards certain behavior, subjective norms and perceptions of behavioral control felt by a person (Ajzen in Nuraini et, al 2024). Intention is the desire to behave which can be influenced by three factors, namely behavioral belief, normative belief, and control belief (Hidayat & Nugroho, 2010 in Setyorini & Meiranto et, al 2021).

.According to Ajzen (2014) in (Nurul Jannah 2022) explains that the intention (Behavioral Intention) in showing something is determined by three indicators, namely:

1. Level of intention to act, is the level of intention to act refers to the extent to which a person has the intention, determination, or seriousness in carrying out an action.
2. Designgan related to the intention to act, is the Design to strengthen the intention to act requires a systematic approach involving planning, motivational reinforcement, and practical steps.
3. Efforts on the intention to act, are Efforts on the intention to act involving concrete steps to ensure that the intention is translated into real action.

Theory Of Planned Behavior

Theory of Planned Behavior(TPB)is the most commonly used theory in predicting behavior (Kumar et.al 2017 in Azizah 2022) .Theory of Planned Behavior (TPB) is a development of the previous theory, namely the Theory of Reasoned Action (TRA) which was explained by Fishbein and Ajzen in 1975. Ajzen's stated that TPB has been obtained by expanding into an instrument in conducting analysis of different intentions and behaviors as well as behavior and intentions..*Theory of Planned Behavior*has 3 independent variables, First is attitude toward behavior (Attitude toward the Behavior) where someone makes an assessment of something that is profitable and not profitable. Second is a social factor called subjective norm (Subjective Norm), this refers to the social pressure that is felt. Third is behavioral control (*Perceived Behavioral Control)*, namely an individual's perception of the ease or difficulty of performing a particular behavior which refers to the belief that a person has in performing a behavior (Ajzen 1991, in Artati et,al 2021)

According to Ajzen (in Novita Azahra 2024) attitudes have the following indicators:

a. Behavioral belief

   Are the beliefs that a person has about behavior and are the beliefs that will drive attitudes. This refers to the extent to which a person believes that a particular behavior will produce a desired or beneficial outcome. It reflects an individual's beliefs about the relationship between behavior and outcomes.

b. Evaluation of behavioral beliefs

It is an individual's positive or negative evaluation of a particular behavior based on the beliefs he or she holds. This refers to an individual's assessment of the expected outcomes or consequences of the behavior. This reflects whether the individual considers the outcome to be positive or negative.

According to Ajzen (Azahra, 2024), subjective norms have the following indicators:

a. Normative beliefs, this refers to the extent to which a person believes that others expect them to do or not do something. This reflects the influence of social pressure from existing norms in society.
b. Motivation to meet social pressure, this refers to a person's drive to comply with social norms because they want to be accepted and recognized by others. This reflects that a person feels compelled to follow the norms that exist in society because they want to meet social expectations and approval.

According to Ajzen (Azahra, 2024), the perception of behavioral control has the following indicators:

a. Control beliefs, this refers to the extent to which a person feels confident that they have the ability or control over a behavior that they will perform. This reflects an individual's beliefs about their ability to perform or not perform an action.
b. Control strength, this refers to the extent to which a person believes that external or internal factors will be able to influence their ability to perform or not perform a behavior. These factors can be barriers or facilities, and can be environmental factors.

Readiness For Change

*Readiness for change*is a reaction to a change, where the individual has confidence in his/her ability to overcome the change (Vakola, in Metwally, et. al., 2019) In Wilbert et, al 2021. Vodka (in Wilbert et, al 2021), said that an individual is ready to change when the individual "begins or continues to engage in a behavior related to the change such as supporting and participating in the existing change", which requires confidence in one's own ability to succeed in the change..

*ReAid For Change*ais a situation where members of the organization feel they have to make changes in the organization by believing in their own ability to make the changes. The more positive the stimulus given by the organization, the more positive the response appears. This response then gives rise to and forms a personal attitude based on the individual factors of a particular person. The existence of a response stimulus based on the behavioral theory, especially those related to individual attitudes or factors, is something that is the basis for Readiness For Change (Remeeus, 2020:44).

Individual readiness to change is related to a person's ability (self-efficacy), while organizational readiness to change is related to the organization's belief in managing and implementing change using organizational capabilities (Vakola, 2013).IndiaofficeAccording to (Holt et al., 2007 in Solecha et,al 2023)There are several indicators for readiness to change, namely:

1. *Appropriateness*(Accuracy in change)
2. *Change efficacy*(A sense of confidence to change based on one's own abilities)
3. *Management support*(Support from management)
4. *Personal benefits*(Benefits obtained by individuals)

Conceptual Framework

1. Influence *Attitude Towards Behavior* on Behavioral Intention

Attitude is also a factor in a person that is learned to provide a positive or negative response to behavior (Gerungan, 2004:160) in Salsabilla et, al (2023). Attitude is a reaction of an individual's views or feelings towards an object. Although the object is the same, not all individuals have the same attitude, it can be influenced by the situation experienced by the individual, experience,

information and needs of each individual (Cheisviyanny & Arza, 2019) in Salsabilla et, al (2023). A person's attitude towards an object will shape the individual's behavior towards the object.
Damayanthi et al. (2017) in Salsabilla et,al (2023), from the results of their research stated that attitude has a positive effect on the intention to do (whistleblowing). Saud (2016) in Salsabilla et,al (2023), also supports Damayanthi's statement, Saud stated that attitude has a positive effect on an individual's intention to do.

2. Influence *Subjective Norms* on Behavioral Intention

Subjective norms are defined as an individual's perception of the likelihood that a potential reference group or individual will approve or disapprove of performing a given behavior. Subjective norms are social enforcement to influence an individual to engage in or not engage in a particular behavior that is considered important regarding support or rejection of a behavior (Afdalia et al, 2014) in Nuraini et, al 2024.

In research conducted by Nuraini et, al 2024, it was explained that the second variable is subjective norms, which are variables that influence intentions.This study chooses subjective norms based on Munandar, (2014) and Bananuka et al, (2020) in Nuraini et, al 2024. This study hypothesizes that subjective norms have a positive influence on intentions.

3. Influence*Perceived Behavioral Control* on Behavioral Intention

Behavioral control according to Ajzen (1991) in Salsabilla et, al (2023), is the ease or difficulty in carrying out a behavior, the greater the behavioral control a person or individual feels in doing something, the stronger the person's intention to carry out that behavior.PenlitianPark and Blenkinsopp's research (2009) in Salsabilla et al (2023), states that behavioral control in whistleblowing can be known by evaluating the results of whistleblower beliefs. This whistleblower belief produces a whistleblowing control factor that comes from the support or obstacles carried out by the organization when an individual reports wrongdoing in the organization, support can be in the form of protection and obstacles can be in the form of oppression carried out by superiors on subordinates who will whistleblow and also deliberate neglect of reporting wrongdoing. Alleyne (2013) in Salsabilla et, al (2023), states that behavioral control influences the intention to whistleblow.

4. Influence *Readiness For Change* To Behavioral Intention

MensequenceReadiness to change involves employees' belief that they are capable of implementing the proposed change (self-efficacy), the proposed change is appropriate for the organization (appropriateness), the existence of management support in the proposed change (management support), and the belief that the change will provide benefits to members of the organization (personal benefit) (Holt et al., 2007) in Kumajas et, al 2023. In a study conducted by Nurul Jannah 2022, the Readiness For Change variable has a significant positive influence on the intention to develop the creative city of Probolinggo.

5. InfluenceTPB Tot Behavioral Intention

TPB explains that human actions are directed by three types of beliefs, namely (a) behavioral beliefs, namely beliefs about the possibility of behavior occurring, (b) normative beliefs, namely beliefs about the normative expectations of others and the motivation to agree with these expectations, (c) control beliefs, namely performance of the behavior and the perceived strength of those factors. Overall, behavioral beliefs form a favorable or unfavorable attitude toward the behavior, normative beliefs produce social pressure or subjective norms, and control beliefs provide perceived behavioral control. Together, attitudes toward the behavior, subjective norms, and perceived behavioral control give rise to behavioral intentions and subsequently behavior.Research conducted by Wahyuni et al, (2017) in Nuraini et, al 2024 showed that attitudes, subjective norms, and perceived behavioral control simultaneously influence the intention to own a house based on sharia financing..

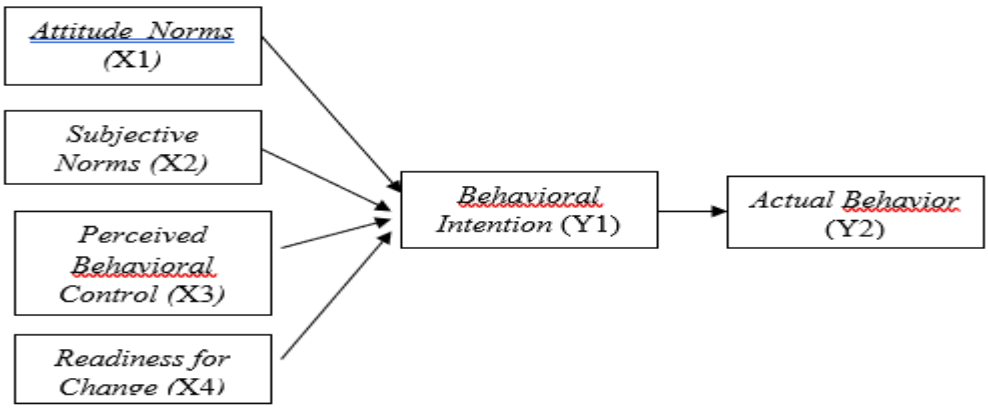
6. The Influence of TPB And *Readiness For Change* To Behavioral Intention

According to Ellet, Bateman and Rugutt (1996) said that individual readiness to change can be seen from the individual's mental attitude before the change occurs and when facing the change process. According to Simpson (2007) individual readiness to change is influenced by the extent to which new knowledge and technology can be adopted by organizational citizens. Armenakis (1993), stated that individual readiness for change is reflected in employee beliefs, attitudes, and beliefs related to how much change is needed and how much organizational capacity is to make successful changes.*rewillingness for change*meusing the basic theory of human behavior (behavior), where the behavioral theory focuses on stimulus response, so experts argue that the need to implement change comes from the stimulus provided by the organization (Meria & Tamzil, 2021:32). The more positive the stimulus given by the organization, the more positive the response appears. This response then gives rise to and forms a personal attitude based on the individual factors of a particular person. The existence of a stimulus response is based on behavioral theory.

7. Influence *Behavioral Intention* To Actual Behavioral

*Actual Behavioral*is the result of all kinds of human experiences and interactions with their environment which are manifested in the form of knowledge, attitudes and actions. Behavior is an individual's response/reaction to stimuli that come from outside or from within him (Notoatmojo, 2010 in Loppies & Nurrokmah 2021). So it can be concluded that Actual Behavioral is caused by the influence of Behavioral Intention (Intention).

Based on the description above, the researcher created a conceptual framework, namely:*Theory of Planned Behavior Consists of: Attitude toward the Behavior (*X1), Subjective Norms (X2), Perceived Behavioral Control (X3). Following*Readiness for Change (*X4*). And*dependent variable*Intention*Behave (*Behavioral Intention*) (Y1) andActual Behavior (Y2)For more details, please see the following image:



Gambar 2.1. Kerangka Konseptal

METHOD

Based on the study of the problems and research objectives, the method that the researcher believes can be relied on is the quantitative method using the Regression equation, namely the causality of the dimensions of influence (X1), (X2), and (X3) on (Y1), and (Y1) on (Y2).According to Hardani, et al. (2020:254), quantitative research is research that focuses on measuring and analyzing causal relationships between various variables. Sugiyono (2018:80) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was the Rice Farmers in Nagari Sawah Laweh, totaling 533 farmers, so the researcher used the Sloving method in determining the sample. So in this study the researcher took a sample of 85 people.

RESULT AND DISCUSSION

Instrument Test

Validity TestAndReliability Test

The validity test is used to measure the validity or validity of a questionnaire, the validity test is carried out by comparing the value of r count with r arithmetic table at a significant level of 5% for 2-sided test, if r count r table then the measuring instrument used is declared valid or vice versa, if r count r table then the measuring instrument used is not valid. In this study, the critical correlation table for the value of r is r (N-2) where N is the number of respondents with a significance level of 5%.

Table 2. Validity Test

Item Pernreality	*Person Correlation Attitude Norm*	*Person Correlation Subjective Norm*	*Person Correlation Precived Behavior Control*	*Person Correlation Readiness For Change*
1.	0.560	0.713	0.756	0.673
2.	0.502	0.715	0.749	0.619
3.	0.668	0.764	0.617	0.730
4.	0.649	0.663	0.718	0.820
5.				0.659
6.				0.715
Item Statement	Person Correlation *Behavioral Intention*	Person Correlation *Actual Behavior*		
1.	0.616	0.850		
2.	0.596	0.682		
3.	0.740	0.675		
4.	0.727	0.640		
5.	0.740			
6.	0.685			

Source: Data Processing Results Appendix, 2024

The results of the **Table 2** Validity Test on the variables can besee that all statement items of the variables Attitude Norm, Subjective Norm, Precived Behavior Control, and Readiness For Change, Behavior Intention and Actual Behavior of Farmers found values of correlated item total correlation > 0.361.

Reliability test using Cronbach's Alpha, where the r table value (0.60) means that all the instrument items are reliable. The following are the results of the reliability test of each research variable:

Table 3: Reliability Test

No	**Variable**	***Cronbach's Alpha***	**Information**
1	*Attitude Norm*(X1)	0.743	Reliable
2	*Subjective Norm*(X2)	0.679	Reliable
3	*Precived Behavior Control*(X3)	0.671	Reliable
4	*Readiness For Change*(X4)	0.724	Reliable
5	*Behavioral Intention*(Y1)	0.773	Reliable
6	*Actual Behavior*(Y2)	0.690	Reliable

Source; Data Process, 2024

Based on the table 4above, it can be concluded that all question items are reliable. All variables are reliable because the results of the Cornbach Alpha are large from 0.6 (for n = 30 r table = 0.60

The description of the results is expressed based on the average value and TCR (Total Achievement of Respondents' Answers).*Behavioral Intention*consisting of 6 questions, where the average score is 379.33 with a percentage of 88.22%. So it can be said that the level of Behavioral Intention of farmers is Very Good.It can be obtained information that the Actual Behavioral Variable consisting of 4 questions with the respondent's answer score for Actual Behavioral is at a total score of 366.50 with a percentage of 85.23%. So it can be said that the Actual Behavioral level is classified as Very Good.

On *Attitude Toward Behavior*It can be obtained information that the Attitude Towards Behavior Variable consisting of 4 questions with the respondent's answer score for Attitude Towards Behavior is at a total score of 364.25 with a percentage of 84.71%. So it can be said that the level of Attitude Towards Behavior is classified as Very Good.

Subjective Norm can be obtained information that the Attitude Towards Behavior Variable consisting of 4 questions with the respondent's answer score for Attitude Towards Behavior is at a total score of 370.00 with a percentage of 86.05%. So it can be said that the level of Attitude Towards Behavior is classified as Very Good.

The variable of Control of Behavior/ Perceived Behavioral Control which consists of 4 questions with the respondent's answer score for Control of Behavior/ Perceived Behavioral Control is at a total score of 386.75 with a percentage of 89.94%. So it can be said that the level of Control of Behavior/ Perceived Behavioral Control is classified as Very Good.

Readiness For Change variable consisting of 6 questions with the respondent's answer score for Readiness For Change is at a total score of 359.25 with a percentage of 83.55%. So it can be said that the Readiness For Change level is classified as Very Good

Construction Results Diagram

The results of the research model can be seen in the following image:

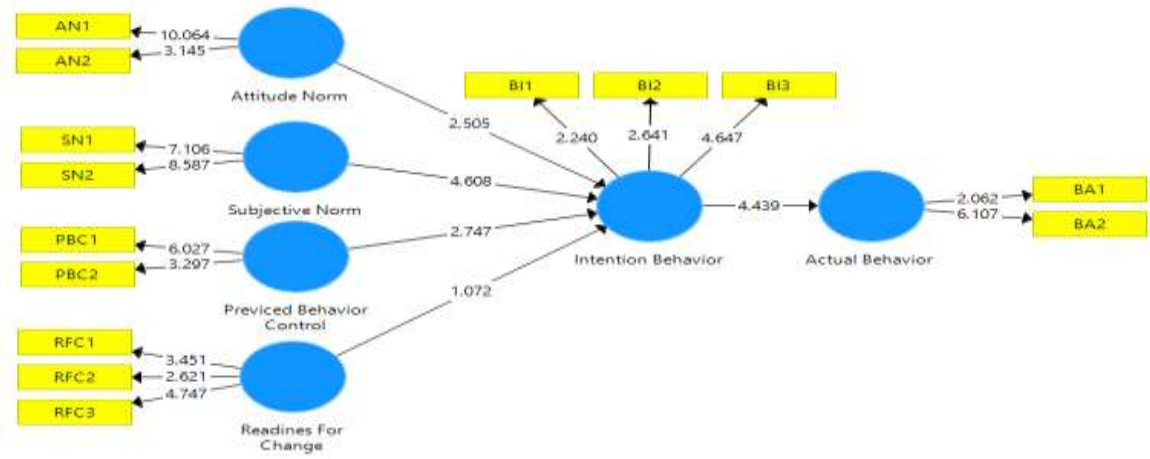


Figure 1. Research Path Diagram

Outer Loading Test

Table 4 :Outer Loading

No	Vvariable	*Indicator*	Loading Factor
1	*Attitude Norm*(X1)	AN1	0.917
		AN2	0.636
2	*Subjective Norm*(X2)	SN1	0.735
		SN2	0.834
3	*Precived Behavior Control*(X3)	PBC1	0.881
		PBC2	0.712
4	*Readiness For Change*(X4)	RCF1	0.658
		RCF2	0.582
		RCF3	0.764
5	*Behavioral Intention*(Y1)	BI1	0.514
		BI2	0.529
		BI3	0.723
6	*Actual Behavior*(Y2)	BA1	0.669
		BA2	0.847

Source; Data Process, 2024

The test results in Table 4. show that the outer loading for all variables of Actual Behavior (Y2), Behavior Intention (Y1), Attitude Norm (X1), Subjective Norm (X2), Precived Behavior Control (X3) and Readiness For Change (X4) is greater than 0.5, which means that all indicators can be said to meet convergent validity. The following table 5 explains the average variance extracted (AVE):

Table 5: Average Variance Extracted (AVE)

Variables	*Average Variance Extracted*(AVE)
Attitude Norm(X1)	0.662
Subjective Norm(X2)	0.630
Precived Behavior Control(X3)	0.642
Readiness For Change(X4)	0.552
Behavioral Intention(Y1)	0.556
Actual Behavior(Y2)	0.583

Source: Data Process, 2024

Table 5 shows that the Average Variance Extracted (AVE) value is above 0.5 so it can be stated to have good validity. This means that the large variance that can be contained by the latent construct of the variable is good.

Discriminant Validity

Discriminant validity test is conducted to ensure that variables are not correlated with each other and measure different constructs. To measure discriminant validity, calculations are carried out using the cross loading value and the Fornell-Larcker Test. The following are the results of the discriminant validity test:.

Table 6: Discriminant Validity

Indicator	Actual Behavior	Attitude Norm	Intention Behavior	Previced Behavior Control	Readiness For Change	Subjective Norm
AN1	0.024	0.917	0.383	0.112	0.225	0.284
AN2	0.188	0.636	0.198	0.054	0.109	0.238
BA1	0.669	0.033	0.295	0.208	0.097	0.105
BA2	0.847	0.105	0.413	0.271	0.369	0.283
BI1	0.398	0.104	0.514	0.234	0.144	0.206
BI2	0.284	0.249	0.529	0.329	0.288	0.193
BI3	0.217	0.317	0.723	0.162	0.429	0.678
PBC1	0.234	0.136	0.352	0.881	0.329	0.065
PBC2	0.292	0.025	0.238	0.712	0.360	0.125
RFC1	0.315	-0.015	0.226	0.311	0.658	0.147
RFC2	0.296	0.168	0.272	0.438	0.582	0.237
RFC3	0.142	0.233	0.455	0.188	0.764	0.484
SN1	0.242	0.142	0.462	0.164	0.258	0.735
SN2	0.195	0.354	0.592	0.027	0.488	0.848

Source: Data Process, 2024

Table 6 shows that each measurement item AN1 and AN2, has a higher correlation with the AN variable than correlated with other variables (BA, IB, PBC, RFC and SN), as well as for the tested variables compared to correlating with other variables. Overall each item correlates higher with the variable it measures, so the discriminant validity evaluation is met.

Structural Model Evaluation Results

The R2 results of 0.67, 0.33 and 0.19 for endogenous variables in the structural model indicate that the model is "good", "moderate" and "weak" (Ghozali and Latan 2015:139). Based on data processing with PLS, the coefficient of determination (R-Square) value is produced as in the following table:

Table 7. R-Square Value

Variables	*R-Square*
Behavioral Intention	0.551
Attitude Norm	
Subjective Norm	
Previced Behavior Control	
Readiness For Change	
Variables	***R-Square***
Actual Behavior	0.212
Behavioral Intention	

Source: Data Process, 2024

*Goodness of fit*in the PLS model, it can be seen from the R2 value, the higher the R2, the more the model can be said to be fit. The results of the R2 calculation for the Behavior Intention variable show a value of 0.551 in the medium category. This means that around 55.1% of the variance in the dependent variable can be explained by the independent variables in the model. Although this is not a very high value, the model has a fairly good level of accuracy in explaining the relationship between variables. The remaining 0.449 or 44.9% are other variables not examined in this study that can affect Behavior Intention. Furthermore, the results of the R2 calculation for the Actual Behavior variable show a value of 0.212 in the weak category. This means that around 21.1% of the variance in the dependent variable can be explained by the independent variables in the model.

Results of Testing the Influence of Variables

Testing the hypothesis using the t-statistics value. The parameter to see whether there is a partial influence can be known based on the t-statistics value obtained, if it is greater than 1.96 then there is an influence of the exogenous variable on the endogenous variable or the endogenous variable on the endogenous variable. Conversely, if the t-statistics value is smaller than 1.96 then there is no influence of the exogenous variable on the endogenous variable or the endogenous variable on the endogenous variable.
Furthermore, if the P values are small or equal to 0.05, it means it is significant and if the P values are greater than 0.05, it means it is not significant:

Table 8. ResultsTesting the Influence of Variables

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude Norm -> Intention Behavior	0.162	0.159	0.065	2,505	**0.013**
Intention Behavior -> Actual Behavior	0.471	0.491	0.106	4,439	**0,000**
Previcted Behavior Control -> Intention Behavior	0.257	0.260	0.094	2,747	**0.006**
Readings For Change -> Intention Behavior	0.100	0.118	0.094	1,072	**0.284**
Subjective Norm -> Intentional Behavior	0.540	0.523	0.117	4,608	**0,000**

1. **Structural Model Equation Results**
   Intentional Behavior (IB)
   IB (Y1)= 0.162 X1 + 0.540 X2 + 0.257X3 + 0.100 X4
2. **Measurement Model Equation Results**
   Actual Behavior (BA)
   AB (Y2)= 0.471 Y1

The magnitude of the direct influence of the variable*Attitude Norm*to*Intention Behavior*farmerin Laweh rice fields, Bayang sub-district, Pesisir Selatan district is 0.162 with a t-statistics value of 2.505 which is greater than 1.96 and a P value of 0.013 which is less than 0.05 so it can be concluded that the variable*Attitude Norm*has a positive and significant effect on the variables*Intention Behavior* in the Laweh rice fields, Bayang sub-district, Pesisir Selatan district. This figure shows*Attitude Norm*owned will have a direct impact on increasing*Intention Behavior*. Thus the first hypothesis states that the behavior*Attitude Norm*have a significant impact on*Intention Behavior* in Laweh rice fields, Bayang sub-district, Pesisir Selatan district, it can be accepted (H1 accepted).

The magnitude of the direct influence of the variable*Subjective Norm*to*Intention Behavior*farmerin Laweh rice fields, Bayang sub-district, Pesisir Selatan district is 0.540 with a t-statistics value of 4.608 which is greater than 1.96 and a P value of 0.000 which is less than 0.05 so it can be concluded that the variable*Subjective Norm*has a positive and significant effect on the variables*Intention Behavior* in the Laweh rice fields, Bayang sub-district, Pesisir Selatan district. This figure shows*Subjective Norm*owned will have a direct impact on increasing*Intention Behavior*. Thus the second hypothesis states that the behavior*Subjective Norm*have a significant impact on*Intention Behavior* in Laweh rice fields, Bayang sub-district, Pesisir Selatan district, it can be accepted (H2 is accepted).

The magnitude of the direct influence of the variable*Previced Behavior Control*to*Intention Behavior*farmerin Laweh rice fields, Bayang sub-district, Pesisir Selatan district is 0.257 with a t-statistics value of 1.072 which is smaller than 1.96 and a P value of 0.006 which is smaller than 0.05 so it can be concluded that the variable*Previced Behavior Control*has a positive and significant effect on the variables*Intention Behavior* in the Laweh rice fields, Bayang sub-district, Pesisir Selatan district. This figure shows*Previced Behavior Control*owned will have a direct impact on increasing*Intention Behavior*. Thus the third hypothesis states that the behavior*Previced Behavior Control*have a significant impact on*Intention Behavior* in Laweh rice fields, Bayang sub-district, Pesisir Selatan district, it can be accepted (H3 is accepted).

The magnitude of the direct influence of the variable*Readiness For Change*to*Intention Behavior*farmerin Laweh rice fields, Bayang sub-district, Pesisir Selatan district is 0.100 with a t-statistics value of 2.505 which is greater than 1.96 and a P value of 0.284 which is greater than 0.05 so it can be concluded that the variable*Readiness For Change*has a positive and insignificant effect on the variables*Intention Behavior* in the Laweh rice fields, Bayang sub-district, Pesisir Selatan district. This figure shows*Readiness For Change*owned will not have a direct impact on increasing*Intention Behavior*. Thus the fourth hypothesis states that the behavior*Readiness For Change*have a significant impact on*Intention Behavior* in Laweh rice fields, Bayang sub-district, Pesisir Selatan district was not accepted (H4 rejected).

The magnitude of the direct influence of the variable*Intention Behavior*to*Actual Behavior*farmerin Laweh rice fields, Bayang sub-district, Pesisir Selatan district is 0.471 with a t-statistics value of 4.439 which is greater than 1.96 and a P value of 0.000 which is less than 0.05 so it can be concluded that the variable*Intention Behavior*has a positive and significant effect on the variables*Actual Behavior* in the Laweh rice fields, Bayang sub-district, Pesisir Selatan district. This figure shows*Intention Behavior*owned will have a direct impact on increasing*Actual Behavior*. Thus the fifth hypothesis states that the behavior*Intention Behavior*have a significant impact on*Actual Behavior* in Laweh rice fields, Bayang sub-district, Pesisir Selatan district, it can be accepted (H5 is accepted).

DISCUSSION.

Influence*Attitude Norm*to*Intention Behavior*

Influence test results*Attitude Norms*shows a positive and significant influence on*Intentional Behavior of Farmers in Laweh Rice Fields, Bayang District, Pesisir Selatan Regency*. This means*Attitude Norm*contribute to improving*Farmer Behavior Intention*. Increasing*Attitude Norm*will improve*Farmers' Intention Behavior*. Attitudetowards behavior is a function based on behavioral beliefs, namely a person's belief in the positive or negative consequences that a person will get if they do a behavior. Farmers' attitudes towards positive and negative consequences are classified as very good (TCR) in Sawah Laweh so that they can increase farmers' intentions towards managing their rice fields.

This result is in line with previous research conducted by Damayanthi et al. (2017) in Salsabilla et,al (2023), from the results of his research stated that attitude has a positive effect on the intention to do (whistleblowing). Saud (2016) in Salsabilla et,al (2023), also supports Damayanthi's statement, Saud stated that attitude has a positive effect on an individual's intention to do.

2) Influence*Subjective Norm*to*Intention Behavior*

Influence test results*Subjective Norms*shows a positive and significant influence on*Intentional Behavior of Farmers in Laweh Rice Fields, Bayang District, Pesisir Selatan Regency*. This means*Subjective Norm*contribute to improving*Farmer Behavior Intention*. Increasing*Subjective Norm*will improve*Farmer Behavior Intention*.Subjective norms as social pressure on individual farmers to do or not do certain behaviors. Subjective norms are individual farmer perceptions of the possibility that potential reference groups or individuals approve or disapprove of doing a given behavior that looks very good (TCR) so that it can increase farmers' intentions towards managing their rice fields.

This result is in line with previous research conducted by Nuraini*et al.*2024 explains that the second variable is subjective norms, which are variables that influence intentions.This study chose subjective norms based on Munandar, (2014) and Bananuka et al, (2020) in Nuraini et, al 2024. This study found that subjective norms have a positive influence on intentions.

Influence*Previced Behavior Control*to*Intention Behavior*

Influence test results*Previced Behavior Control*shows a positive and significant influence on*Farmer Behavior Intention*in the Laweh rice fields, Bayang District, South Coast Regency. This means*Previced Behavior Control*contribute to improving*Farmer Behavior Intention*. Increasing*Previced Behavior Control*will improve*Intention Behavior*farmer.Attitude control is a farmer's ability to be sensitive in understanding his own condition and his surroundings. And also the ability to manage several attitude factors, the tendency of tariff power, empathy, willingness to change attitudes to be adjusted to others and pleasing. Looks very good (TCR) so that it influencesfarmers' intentions towards managing their rice fields.

These results are in line with previous research conductedAlleyne (2013) in Salsabilla et,al (2023), stated that behavioral control influences the intention to whistleblowing. This statement is also supported by research by Damayanthi et al. (2017) in Salsabilla et,al (2023), which also stated that behavioral control has a positive effect on a person's intention to whistleblow.

Influence*Readiness For Change*to*Intention Behavior*Farmer

Influence test results*Readiness For Change*shows no significant effect on*Farmer Behavior Intention*in the Laweh rice fields, Bayang District, South Coast Regency. This means*Readiness For Change*does not contribute to improving*Farmer Behavior Intention*.*Readiness For Change*will not improve*Intention Behavior*farmers directly.*Readiness For Change*This is conceptualized as the extent to which farmers have confidence in their own ability to succeed in change, and are psychologically or physically ready or willing to participate and be involved in making the change successful, although very good (TCR), but psychologically or physically ready or willing to participate and be involved still doubts success if there are no other factors that play a bigger role.

This result is in line with previous research conducted by Armenakis, Harris, & Mossholder (1993) – in their model of readiness for change, they noted that readiness itself does not necessarily directly result in behavior or behavioral intention without other factors such as commitment to change or change efficacy. Elving (2005) in his study of communication and organizational change also found that readiness for change does not automatically lead to intention to change, because there are moderating factors such as perceptions of the need for change and perceptions of leadership.

This result is not in line with previous research conducted by Nurul Jannah 2022 that the Readiness For Change variable has a significant positive influence on the intention to develop the creative city of Probolinggo.

Influence*Intention Behavior* against Actual*Behavior*

Influence test results*Intention Behavior*shows a positive and significant influence on Actual*Farmer behavior*in the Laweh rice fields, Bayang District, South Coast Regency. This means*Intention Behavior*contribute to improving Actual*Farmer behavior*. Increasing*Intention Behavior*will increase

Actual*Behavior*farmer.Intention can be interpreted as a cognitive representation of a farmer's readiness to perform certain behaviors/actions, and this intention can be used to measure a person's behavior/actions in this case very good (TCR) so that the intention leads to certain behaviors. Farmers' actions are based on personal needs, all decisions or activities they do to fulfill their needs or desires. This action is influenced by individual priorities, values, and life situations.

This result is in line with previous research conducted by Venkatesh et al. (2003) – Unified Theory of Acceptance and Use of Technology (UTAUT), the results showed that intention to use technology significantly predicts actual use. Sheeran (2002) – Intention-Behavior Relations (meta-analysis), explains that Behavioral intentions on average explain 28% of the variance in actual behavior.

CONCLUSION

This study found that*Attitude Norm, Subjective Norm*And*Previced Behavior Control*has a positive and significant effect on*Farmers' Intentional Behavior.* Whereas*Readiness For Change*has a positive and insignificant effect on *Farmers' Intentional Behavior*.Furthermore*Intention Behavior*berpositive and significant influence on*Actual Behavior* .The results of the study can be used as a reference for policy makers in Sawah Laweh Subdistrict, Bayang District, Pesisir Selatan Regency, to determine steps in efforts to encourage the agricultural sector.

The results of this study indicate that*Readiness ForChange*does not have a significant effect therefore, farmers' readiness to change cannot be directly increased*Intention Behavior (Behavioral Intention)*for this change, other variables are needed to mediate or moderate this change, such asperception of the need for change and perception of leadership.Contribution of research results*Attitude Norm, Subjective Norm, Previced Behavior Control*(TPB) and*Readiness For Change*to*Farmer Behavior Intention*approximately 55.1% of the variance in the dependent variable can be explained by the independent variables in the model, thus providing an opportunity for further researchers of 44.9% to add other variables such as organizational communication, commitment and servant leadership. While the contribution*Intention Behavior*to*Actual Behavior*mshows a value of 0.212 in the weak category. This means around 21.1%, the opportunity for further researchers is 78.9% to add other variables such as; behavioral control and social pressure, as well as perceptions of the need for change and perceptions of leadership, Next, you can use other methods in research.*Intention Behavior andActualBehavior*, for example through interviews with respondents so that the information obtained is more accurate and varied.

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