Agriprimatech
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Factors That Influence The Intention To Uset Certified Mustard Oil Seedst On Smallholders Estate (Study On Oil Palm Farmers In Aek Kuasan District Asahan Regency North Sumatra)

Ahmad Fauzi[1], Myrna Pratiwi Nasution [2*]

[1.2] Agribusiness Study Program, Faculty Of Agro Technology, University Of Prima Indonesia

[2]Agro Sustainable Centre, Universitas Prima Indonesia

**Email : myrnapratiwi88@gmail.com*

ABSTRACT

This research aims to analyze the use of certified oil palm seedlings in smallholder plantations in Aek Kuasan District, Asahan Regency, North Sumatra. The model used to explain the use of certified oil palm seedlings is the theory of planned behavior (TPB) with variables of attitude, subjective norms and perception of behavioral control. The method used to test the pattern of correlation relationships of variables is Multiple Linear Analysis using SPSS 22.0. The data of this study are primary data obtained using a questionnaire. Based on the results of regression and data analysis using the t-test, the t value of the attitude variable is 3.065 and the variable of perception of behavioral control is 3.170 greater than t Table 1.984 has a positive and significant effect on the intention to use certified oil palm seedlings, while the t value of the subjective norm variable is 1.403 smaller than t table 1.984 does not have a significant effect on the intention of farmers to use certified oil palm seedlings. The results of the determination coefficient test (R2) show that the variables of attitude, subjective norms, and perception of behavioral control can explain the dependent variable, namely farmers' intentions, by 38.7% and the remaining 61.3% is explained by other variables outside the model. Simultaneous testing uses the f test where the f count value of 20.217 is greater than the f table value of 2.47. This means that simultaneously the variables of attitude, subjective norms, and perception of behavioral control have a significant effect on farmers' intentions to use certified oil palm seeds in Aek Kuasan District, Asahan Regency, North Sumatra.

Keywords: Farmer Attitudes, Subjective Norms, Perception of Behavioral Control, Theory of Planned Behavior (TPB), Certified Seeds

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

INTRODUCTION

Indonesia's palm oil productivity is still relatively low, averaging just 3.4 tons per hectare. In fact, with intensive management of a number of parties estimated that the potential results could reach 8.6 tons per hectare (Henson, 1990). Sunlight is almost always there throughout the year, high rainfall, land rich in volcanic substances, as well as a good understanding of oil palm management will benefit Indonesia in producing oil palm products. It is also suggested by Goenadi (2008), that through the optimal utilization of resources accompanied by the use of certified oil palm seedlings, the annual production potential in terms of genetics can reach 6-7 tons per hectare.

One of the causes of the low productivity of oil palm in Indonesia because there are still many farmers who use seeds that are not certified/fake/random (Silala, 2003; Sayaka *et al*., 2006). According to the Executive Director of the Indonesian Plantation Research Institute (Kompas, 2006), the need for oil palm seedlings in Indonesia reached about 240 million per year, while the supply of only about 100 million seeds produced by six companies producing oil palm seed sprouts. That is, there are about 140 million unfulfilled seedlings. This situation triggered the influx of imported seeds and the circulation of non-certified/fake seeds from unclear sources. Until now, there are still around 20 million non-certified oil palm seedlings per year planted in smallholder plantations in Indonesia.

One of the theories that studies behavior is the theory of Planned Behavior (*Theory of Planned Behavior).* In the theory of Planned Behavior, Ajzen (1991) states that the central factor of individual behavior is that behavior is influenced by individual intentions (*behavioral intention*) toward certain behaviors. Niat untuk berperilaku dipengaruhi oleh variabel sikap *(attitude),* norma subjektif *(subjective norm),* dan persepsi kontrol keperilakuan *(perceived behavioral control)*. Sihombing (2004) states that *the theory of Planned behavior* developed by Ajzen (1991) is one of the attitude theories that are widely applied to various behaviors.

Each person has an attitude toward some objects such as products, services, people, events, advertising, stores, brands, and so on. When a person is asked about his preferences, whether he likes an object or not, the answer shows his attitude towards the object. Both the poor attitude of consumers toward the product or service will affect their purchasing behavior

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

(Suprapti 2010:135). Suharti and Sirene (2011) found that attitude factors were shown to have a significant and positive effect on students ' entrepreneurial intentions.

To understand the intentions of the consumer, one also needs to measure the subjective norms that affect his intention to act. Subjective norms can be measured directly by assessing consumers ' feelings about how relevant other people who are role models (such as family, classmates, or co-workers) will approve or disapprove of certain actions they perform (Suprapti 2010:147). This is also supported by Sarwoko (2011) who found that subjective norms have a significant effect on *the entrepreneurial intention* of students. Andika and Madjid (2012) stated that subjective norms significantly affect the intentions of entrepreneurship.

A person's intention to behave will also be influenced by the perception of behavioral control. The perception of behavioral control describes the feeling of an individual's ability to perform a behavior. *Perceived behavior control refers* to a person's perception of the difficulty or not of carrying out the desired behavior, related to the belief that there will be available or not the resources and opportunities needed to realize certain behaviors (Ajzen, 2005).

From the information above, it can be seen that there is still a considerable opportunity to increase palm productivity through the use of certified seeds, especially to replace old/uneconomical palm plants. Encouraging farmers to use certified seeds can also be done on new oil palm plantation land. Increased productivity will certainly be greater if the use of certified seeds is followed by the use of other production inputs properly. The purpose of this study was to look for factors that affect the intention to use certified oil palm seedlings in smallholder estates.

METODE RESEARCH METHODS

This study was conducted in the district of AEK Kuasan, Asahan Regency. This location was chosen purposively by considering that AEK Kuasan district is an area that has the third largest people's oil palm commodity in Asahan Regency with a total area of 5,432 Ha. (BPS. Hope, 20-2020). Primary data collection in this study was obtained through the provision of questionnaires, which were conducted by interviewing directly the oil palm farmers in the

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

district of AEK Kuasan who became respondents. Sampling techniques determined using the formula Rao Purba (2006) as follows:

$$n = \frac{Z^2}{4MOe^2}$$

Description:

n = number of samples

Z = normal distribution level at significant level 5% = 1.96

Moe = Margin of error is the maximum sampling error rate that can still be tolerated or desired by 10% or 0.10. The number of samples was determined to be 100 people in anticipation of questionnaires that could not be used in research or data processing.

The variables used in this study are the independent variable and the dependent variable.

a) Variabel Bebas (The *Independent Variable* is a variable that affects and causes the emergence or change of the dependent variable. Independent variables used in this study are attitudes, subjective norms, and perceptions of behavior control.

b) Variabel Terikat (*Dependent variable* is a variable that is influenced because of the independent variable. The dependent variable used in this study is the intention to use certified oil palm seedlings. The operational definition of research variables is an explanation of each variable used in research on the indicators that make it up. The operational definition of this research can be seen in the following table :

Chart 1. Operational Definition Of Variables

Types of variables	**definition**	**Indicators**	**Scale**
of attitude scale indicators (X1)	Sumarwan (2003: 136) states that attitude is an expression of consumer feelings about an object whether it is liked or not,	1. a sense of attraction 2. a good idea 3. has a positive influence	the Ordinal Scale 5-point Likert

	and attitude can also describe consumer confidence in various attributes and benefits of the object.	4. something that benefits	
subjective norm (X2)	Ajzen (2001) in Sarwoko(2011), the subjective norm is an individual's belief in the norm, the people around him, and the individual's motivation to follow the norm	1. Parental 2. Influence friend 3. influence family 4. influence work relationship 5. influence motivation to fulfill other people's suggestions	The ordinal Scale is measured by a 5-point Likert scale
Perception of behavioral control (X3)	according to Teo and Lee (2010), perceived behavioral control refers to the perception of ease or difficulty in carrying out the behavior and a certain amount of control over the achievement of the goals of the behavior.	1. Confidence 2. ease 3. of believing in the quality 4. Price	of the Ordinal Scale Price is measured by a 5-point Likert scale
intention (Y)	entrepreneurial intention (Entrepreneurial intention)	1. at high	Ordinal Scale

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

	can be interpreted as the first step of the process of establishing a business that is generally long-term (Lee and Wong, 2004)	2. I prefer an Oil Palm bersertifikat than the seeds are not certified 3. mencari information	information is measured by a 5-point likert scale

Source: Variable Operational Defences (2025)

RESULTS AND DISCUSSION

Validity Test

In the data presented in Table 2, it can be seen that all variables are declared valid, because $R_{count} > R_{table,}$ so all these statements can be used for research.

Chart 2. Instrument Validity Test Results

Variabel		r Hitung	r Tabel	Valid/Tidak Valid
SIKAP (X1)	X1.1	0,609	0,1966	VALID
	X1.2	0,496	0,1966	VALID
	X1.3	0,608	0,1966	VALID
	X1.4	0,606	0,1966	VALID
	X1.5	0,705	0,1966	VALID
NORMA SUBJEKTIF (X2)	X2.1	0,471	0,1966	VALID
	X2.2	0,538	0,1966	VALID
	X2.3	0,643	0,1966	VALID
	X2.4	0,662	0,1966	VALID
	X2.5	0,392	0,1966	VALID
PERSEPSI KONTROL KEPRILAKUAN (X3)	X3.1	0,671	0,1966	VALID
	X3.2	0,669	0,1966	VALID
	X3.3	0,600	0,1966	VALID

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

NIAT (Y)	X3.4	0,558	0,1966	VALID
	X3.5	0,258	0,1966	VALID
	Y.1	0.481481	0.1966	VALID
	Y..2	0.658658	0.1966	VALID
	Y..3	0.616616	0.1966	VALID
	Y..4	0.368368	0.1966	VALID
	Y..5	0.371371	0.1966	VALID

Source: Data Processing Results (2025)

Reliability Test

In this case the technique used is *the Cronbach alpha* (③) a variable is declared reliable if it gives the value *of Cronbach alpha* (③) > 0.60.

Chart 3. Instrument Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
0.777	20

Source: Data Processing Results (2025)

In the output above can be seen that the value of Cronbach's Alpha is 0.777, from the test results above, the value of Cronbach's Alpha is> 0.60. Berdasarkan Tabel 3 Reliability Statistics diatas maka seluruh butir dinyatakan reliabel.

Classical Assumption Test

Normality Test

Based on the tests carried out using *the Kolmogorov-Smirnov* test, the output that can be seen in Tabel 4 is as follows:

Chart 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

		Unstandardized Residual
N		100
Normal Parameters[,b]	Mean	0.0000000
	Std. Deviation	1.37305178
Most Extreme Differences	Absolute	0.070
	Positive	0.042
	Negative	-0.070
Test Statistic		0.070
Asymp. Sig. (2-tailed)		0.200[c,d]

Source: Data Processing Results (2025)

The test results in Table 4 show that the data has been distributed normally. This is shown by *the Kolmogorov-Smirnov test* which shows results that have a significance level of 0.200200 which is above 0.05. Which means that the residual data is normally distributed.

Heterocedasticity Test

Heterokedasititisitas test in this study using the Test Glejser obtained the following results:

Chart 5. Heteroscedasticity Test Results

Coefficients [a]		
Model	t	Sig.
(Constant)	1.334	0.186
SIKAP	-1.752	0.083
NORMA SUBJEKTIF	1.986	0.050
PERSEPSI KONTROL	-0.688	0.493
PRILAKU		
a. Dependent Variable: RES_2		

Source: Data Processing Results (2025)

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

From the results of Uji *Glejzer* the results of the significance of the variables X1, X2, and X3 showed 0.083083, 0.5050, and 0.493493 above the standard value of 0.05 significance so it can be concluded that there is no heterokedasitas problem.

Multicollinearity Test

The test results on Tabel 6 show that all independent variables have a Tolerance value above 0.10 and the value of VIF is far below 10. It can be concluded that in this model there is no multicollinearity problem or there is a strong relationship or correlation between its independent variables.

Chart 6. Multicollinearity Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.706	1.662		4.035	0.000		
	Sikap	0.252	0.082	0.335	3.065	0.003	0.533	1.876
	Norma Subjektif	0.129	0.092	0.151	1.403	0.164	0.555	1.803
	Persepsi Kontrol Prilaku	0.257	0.081	0.280	3.170	0.002	0.818	1.222

a. Dependent Variable: NIAT

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

Source: Data Processing Results (2025)

Uji Autokorelasi

By doing *Cochrane Orcutt* the results *of Cochrane Orcutt* are as follows :

Chart 7. Hasil Uji *Cochrane Orcutt*

Model	Durbin Watson
a. Predictors: (Constant), LAG_X3, LAG_X2, LAG_X1 b. Dependent Variable: LAG_Y1	2.240

Source: Data Processing Results (2025)

Hasil Output SPSS menunjukan bahwa nilai Durbin-Watson sebesar 2.240. Then the value of DW is at the position du < d < 4-du. It can be concluded that neither positive nor negative autocorrelation occurs.

Multiple Regression Analysis

Regression analysis is intended to measure the strength of the relationship between two or more variables and also shows the direction of the relationship between the dependent variable and the independent variable. persamaanthe regression model equation is as follows:

$$\mathbf{Y = 6.706 + 0.252X1 + 0.129X2 + 0.257X3 + e}$$

Where :

Y = intention of farmers to use certified oil palm seedlings.

β_0 = Intersep

β_1,β_2,β_3 = koefisien parameter variabel independent

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

X_{X1} = farmer's attitude.

X_{X2} = subjective norm.

X_{X3} = perception of control.

e = *eror sampling*

Then the conclusion can be stated as follows :

1. **Konstanta (α) = 6.706** This means that if the farmer's attitude (X1), subjective norms (X2), perception of behavior control (X3) = 0, then the intention of farmers to use certified oil palm seeds is 6,706
2. **Variable coefficient of farmer attitude (X1) = 0.252,** meaning that if the attitude of farmers is increased by 1 (one) unit, the intention of farmers to use certified oil palm seedlings will increase by 0.252. A positive coefficient means that there is a positive relationship between the variables of farmers 'attitudes and farmers' intentions to use certified oil palm seedlings. If farmers assess that certified oil palm seeds have a positive effect, then the tendency of farmers to use certified oil palm seeds is greater .
3. **Variable coefficient of subjective norm (X3) = 0.129,** meaning that if the subjective norm is increased by 1 (one) unit, the intention of farmers to use certified oil palm seedlings will increase by 0.129. A positive coefficient means that there is a positive relationship between normasubjective norm variables and the intention of farmers to use certified oil palm seedlings. The greater the influence of third parties in influencing farmers to use certified oil palm seedlings, the greater the intention of farmers to use certified oil palm seedlings.
4. **The coefficient of behavior control perception variable (X3) = 0.257,** meaning that if the behavior control perception is increased by 1 (one) unit, the intention of farmers to use certified oil palm seedlings will increase by 0.257. A positive coefficient means that there is a positive relationship between the variable perception of behavior control with the intention of farmers to use certified oil palm seedlings. If the perception of farmers towards certified oil palm seedlings is higher, the tendency of farmers to use certified oil palm seedlings is also higher.

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

The results from multiple regression testing are as follows :

Table 8. Multiple regression test results

Coefficients [a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.706	1.662		4.035	0.000.000
	attitude	0.252.252	0.082.082	0.335.335	3.065	0.003.003
	subjective norm	0.129.129	0.092.092	0.151.151	1.403	0.164.164
	perception behavior control	0.257.257	0.081.081	0.280.280	3.170	0.002.002

a. Dependent Variable: NIAT

Source: Data Processing Results (2025)

Discussion

1. Effect of attitude variables on intention

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

Based on the table above can be obtained$_{\text{calculated t value}}$ of 3,065. This shows that$_{\text{the calculated t value}}$ is greater than$_{\text{the table t value}}$ of 1.984. H0 is$_{0}$ rejected and H1 is$_{1}$ accepted. This means that attitude variables have a significant effect on the intention of farmers to use certified oil palm seedlings. Attitude is the tendency to behave in certain waystoward the object of attitude. A person's attitude towards an object is to support or take sides (*favorable*) or not to support or not take sides (*unfavorable*) on the object. So, a person will tend to behave in accordance with what he supports. If he has a supportive attitude towards certified oil palm seeds, he will behave to use certified oil palm seeds to be planted on his oil palm land. Conversely, if a person has a non-supportive attitude towards certified oil palm seeds, he will not use certified oil palm seeds on his oil palm land.

This finding is supported by Lee *et al* (2010) which shows the results of research that student attitudes affect the intention of behavior using *e-commerce*. Tjahjono and Ardi (2008) found that attitudes have a significant effect on the intentions of students majoring in Management, University of Muhammadiyah Yogyakarta for entrepreneurship. Tarkiainen and Sundqvist (2005) found that attitudes have a positive and significant effect on the intention to buy organic food.

2. Effect of subjective norm variables on intention

Based on the table above can be obtained$_{\text{calculated t value}}$ of 1.403. This shows that$_{\text{the calculated t value}}$ is smaller than$_{\text{the table t value}}$ of 1.984. Thus H_0 is accepted and H_1 is rejected. This means normathat the subjective norm variable does not have a significant effect on the intention of farmers to use certified oil palm seedlings.

Subjective norms are a person's feelings or assumptions about the expectations of the people in their life about doing or not doing a certain behavior. In this case, the subjective norm means that the perception of the reference group will approve the decision to become an entrepreneur or not. According to Ajzen (1991) the behavior of doing or not is influenced by one's social environment. Based on the results of the analysis showed that the hypothesis was rejected or proved the absence of a significant influence of subjective norms on the intention to become an entrepreneur.

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

The results that have been obtained are not in line with previous studies. Cheng *et al*. (2011) showed that subjective norms have the strongest influence on the formation of the intentions of a behavior. However, this study is in line with research conducted by Sihombing (2011). The result is because in determining a decision does require the opinion of the reference group (Parents, family, friends, and others). But sometimes these opinions are only used as material for consideration. Basically, to become an entrepreneur is more influenced by internal factors such as attitude and behavioral control of the individual himself (Sihombing, 2011). Hardanti and Saraswati (2013) who explained that normasubjective norms do not affect the interest of behavior using *e-commerce,* on the grounds that respondents prefer to build an independent evaluation, so it will reduce the influence of opinions from others. Saleki, Sayedsaleki, & Rahimi (22012) who analyzed the buying behavior of organic food from consumers in Iran. Knowledge of organics, quality and price had a positive effect on purchase intention, while subjective norms had no significant effect. This suggests that intentions in buying or using food products tend to be determined by attitudes towards behavior and behavioral control, while subjective norms do not play a significant role. Erni (2016) who explained that normasubjective norms do not affect the intention to use instagram with *the theory of reasoned action.*

3. Influence of behavioral control perceptual variables

Based on the table above can be obtained$_{\text{calculated t value}}$ of 3,170. This shows that$_{\text{the calculated t value}}$ is smaller than$_{\text{the table t value}}$ of 1.984. H0 is$_{0}$ rejected and H1 is$_{1}$ accepted. This means that behavioral control perception variables have a significant influence on the intention of farmers to use certified oil palm seedlings.

In behavior an individual cannot fully control his behavior under the control of the individual or in a condition where an individual can control his behavior under the control of the individual. An individual's control over his behavior is caused by several factors, namely internal factors and also external factors. Internal factors come from within the individual such as skills, will, Information, and others. The external factors come from the environment that surrounds the individual. Perceived behavioral control is an external control that affects the behavior of farmers to use certified oil palm seedlings. The stronger the farmer's perception of certified oil palm seeds, the stronger the farmer's intention to use certified oil palm seeds.

Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566

The results of Sarwoko (2011) showed that entrepreneurial intentions are influenced by student self-efficacy, where the higher the self-confidence and mental maturity, the higher the entrepreneurial intention of the individual. This finding is also in line with the findings of Lestari and Wijaya (2012) which explains that the perception of behavior control has a positive and significant effect on the intention to become an entrepreneur.

4.6.1. Coefficient Of Determination (R^2)

The value *of R square* of the regression model is used to determine how much the ability of the independent variable in explaining the dependent variable. The resultsof this test can be seen in Tthe following T abel 9:

Chart 9. Test Results (R2)[2])

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.622[a]	0.387	0.368	1.394	1.547

a. Predictors: (Constant), PERSEPSI KONTROL PRILAKU, NORMA SUBJEKTIF, SIKAP

b. Dependent Variable: NIAT

Source: Data Processing Results (2025)

Based on Tabel 9 above obtained angka *R square* of 0.387 or (38.7%). This shows that the percentage of attitude variables, subjective norms and perceptions of behavior control on farmers ' intentions to use certified oil palm seedlings,7 is 38.7 %. In other words, the intention of farmers to use certified oil palm seedlings can be explained or influenced by attitudes, subjective norms and perceptions of behavior control by 38.7 %, while the remaining 62.3% are explained or influenced by other variables that were not studied.

CONCLUSION

From the results of the study, it can be concluded as follows :

1. Attitudes, normasubjective norms and perceptions of behavioral control simultaneously have a positive and significant effect on the intention to use certified oil palm seedlings.
2. Attitudes showed a significant influence on the intention to use certified oil palm seedlings.
3. Subjective norms have no significant effect on the intention to use certified oil palm seedlings.
4. Behavioral control perceptions showed a significant effect on the intention to use certified oil palm seedlings.

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Agriprimatech
Vol. 8 No. 1 April 2025 e-ISSN : 2621-6566