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Arabica Coffee Farmer Behaviour Model on Sustainability Coffee Farming In Bondowoso Regency : A Relationship Between Entrepreneurial Behaviour, Agricultural Business Of Management And Green Agriculture Practice

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Abstract

This research is aim to know the relationship between entreprenerial behaviour, agriultural business of management and green agricuture practice on Agribusiness Arabica Coffee in Bondowoso Regency. This research is quantitative assosiative research. This research conducted 100 repondents of arabika coffee farmer java ijen raung in Bondowoso Regency.This research use purposive sampling technique. This study use Smart-PlS Anlysis. The result of this research is that Entrepreneurial Behaviour (EB) and Agricultural of Business Management (AM) have a significant influence on the success of Arabica Smallholder Coffee Farming (AS) in Bondowoso Regency and Entrepreneurial Behaviour (EB) and Agricultural of Business Management (AM) have no significant effect on the sustainability of Arabica smallholder coffee farming (ASUS) in Bondowoso regency.

Keywords

Coffee, Entrepreneurial, Management, Green, Agricutural of Business

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1. INTRODUCTON

Bondowoso Regency's Arabica coffee farming community cultivates Arabica coffee on the slopes of the Ijen and Raung Mountains, often known as Java Ijen Raung Coffee (1). Java Ijen Raung Arabica coffee is a native coffee from Bondowoso and is very well-known throughout Indonesia. Java Ijen Raung Arabica coffee is the only specialty coffee product in East Java to receive a Geographical Indication (GI) certificate (2). Java Ijen Raung Arabica coffee can be found in four sub-districts: Cermee, Botolinggo, Sempol, and Sumberwringin. (3).

Arabica Java Ijen Raung coffee farming is people arabica coffee farming that manage by generation into generation. Nowadays coffee farming is manage by young generation. Arabica coffee dominate by them. But they have many challengges on every situation in coffee agribussines. Coffee agribussines must have smart ability to manage it. The enterpreneurship spirit and agribussines management are two things that to have by them (4). If two things have by them the coffee agribussines can be succesful (5). If Coffee agribussines run succesfully so sustainability of coffee agribussines can be happen.

Nevertheless sustainability of coffee agribussines is grow up. Nowadays sustainability of coffee agribussines not only seen profit oriented. In this moment Agribusiness is shifting toward sustainable agriculture by promoting environmentally friendly, economically viable, and social justice (6). Agribussines sustainability applies the concepts and principles of green agriculture, which respect ecological, social, and economic boundaries. The concept of green agriculture is an agricultural practice that prioritizes sustainability, is environmentally friendly, and prioritizes human health. Agricultural sustainability also emphasizes agroecological approaches such as crop rotation, organic farming, and agroforestry, which contribute to increasing soil fertility, reducing pesticide use, and promoting biodiversity (7) and (8). Furthermore, agricultural sustainability supports the use of local resources and traditional knowledge to maintain ecological balance while ensuring food production (9). Adopting sustainable agricultural practices is not only a choice but also a necessity to ensure future food security and environmental conservation (10).

Similarly, in the Java Ijen Raung Arabica coffee farming community, green agriculture has been implemented by Java Ijen Raung Arabica coffee farmers since the Indonesian Coffee Index (GI) issue and Bondowoso Regency as a Coffee Republic declaration, as well as global market demands (11) and (12). Sustainable agricultural practices, including the application of green agriculture to smallholder Arabica coffee farming in Java Ijen Raung, include agroforestry (13), pruning timely (13), the use of compost made from coffee cherry skins (14), and environmental management and biodiversity protection (15). However, the extent to which the application of green agriculture to coffee farming can contribute to the success and sustainability of smallholder Arabica coffee farming in Java Ijen Raung remains unclear. Furthermore, entrepreneurial and management factors are crucial. Moreover, these smallholder Arabica coffee farming operations are run by young people who are generally still unstable. Therefore, detailed and in-depth research is needed to examine the relationship between the application of green agriculture and the influence of entrepreneurship spirit and agribusiness management on smallholder Arabica coffee farming in Java Ijen Raung.

Based on the above background, the problem formulation in this study is: 1. Do Entrepreneurial Beaviour and Agricultural of Business Management influence the success of Java Ijen Raung Arabica smallholder coffee farming? 2. Do Entrepreneurial Behaviour and Agricultural of Business Management influence the sustainability of Java Ijen Raung Arabica smallholder coffee farming? 3. Does the Implementation of Green Agriculture have a moderating role in the influence of Entrepreneurial Spirit and Agribusiness Management on the success and sustainability of Java Ijen Raung Arabica smallholder coffee farming?

2. METHOD

This research conducted for 4 months from June to October 2025. The research location is in Bondowoso Regency with Java Ijen Raung Arabica coffee farmers as the research object. This type of research is classified as quantitative associative research which explains the relationship between two or more variables (16). The data used in this research are secondary data and primary data.

The population used in this study is all Java Ijen Raung Arabica coffee farmers. This study uses a nonprobabilty sampling technique, namely the purposive sampling method using certain or specific characteristics or conditions (17) and (18). The sample requirements for this study include:

a. Arabica coffee farmers who are members of the Java Ijen Raung Arabica coffee farmers.

b. Java Ijen Raung Arabica coffee farmers aged between 20 and 45 years.

c. Java Ijen Raung Arabica coffee farmers have experience in farming Java Ijen Raung Arabica Coffee for more than 5 years.

The size of the sample taken can be determined by multiplying the number of variables by 5, or 5 x the number of variables (Maholtra in (19)). Roscoe in (20) assumes the recommended sample size used is 30 to 500 samples. The Entrepreneurship Spirit variable (X1) consists of Innovative (X1.1), Creative (X1.2), Hard Working (X1.3), Leadership (X1.4). The Agribusiness Management variable (X2) consists of Planning (X2.1), Organizing (X2.2), Actuating (X2.3), Controlling (X2.4). The Green Agriculture variable (X3) consists of Use of Organic Fertilizer (X3.1), Adoption of Agroforestry Practices (X3.2), Natural Pest Control (X3.3), Crop Rotation (X3.4). The Success variable of Java Ijen Raung Arabica smallholder farming (Y1) consists of Income Increase (Y1.1), Production Increase (Y1.2), Labor Absorption (Y1.3). The Endogenous Variable of arabica smallholder coffee farming Sustainability (Y2) consists of Profitable and Accountable (Y2.1), Ecological Insight (Y2.2), Social Justice (Y2.3). The variable indicators in this research amount to 20 variables, based on Maholtra's opinion above, the number of samples in this study is 5 x 20 (number of variables) = 100 respondents.

The grouping of variables in this study can be seen in the following table :

Table 1. Research Variable

No	Research Variable	Research Indicators
1	Arabica smallholder coffee farming sustainability (ASUS/Y2)	Profitable and Accountable (Y1.1) Ecology Insight (Y1.2) Social Justice (Y1.3) Saikanth, et al (2023)
2	Arabica smallholder coffee farming succes (AS/Y1)	Income Increase (Y1.1) Production Increase (Y1.2) Labor Absorption (Y1.3) Dananjaya (2014:101); Unger et al

		(2011)
3	Entrepreneurial Behaviour (ES/X1)	Inovative (X1.1) Kreative (X1.2) Hard Working (X1.3) Leadership (X1.4) Meredith (2018); Dananjaya (2014)
4	Agricultural of bussines Management (AM/X2)	Planning (X2.1) Organizing (X2.2) Actuating (X2.3) Controlling (X2.4) Dananjaya (2014); Kusa et al (2021) Dananjaya (2014); Kusa et al (2021)
5	Green Agriculture (GA/X3)	Organic Fertilizer (X3.1) Adoption of Agroforestry Practices (X3.2) Natural Pest Control (X3.3) Crop Rotation (X3.4) Ullah and Sabir (2023); Adedibu (2023); Falk (2018); Djibran, dkk (2023)

The data analysis used in this study was Partial Least Square (PLS) analysis. Partial Least Squares (PLS) analysis is a multivariate statistical technique that explores the complex relationship between latent variables and their indicator variables and simultaneously tests theoretical models (21). According to Musyaffi (22), there are three stages to PLS analysis: Outer Model Analysis, Inner Model Analysis, and Hypothesis Testing.

Outer Model Analysis Method

The relationship between the index and the latent variables is described in this model. According to Musyaffi (23), the outer model examination is as follows:

a. Convergent Validity.

A loading factor value > 0.7 is considered ideal, and a loading factor value > 0.5 is still acceptable.

b. Discriminant Validity.

By comparing the loads on the relevant structure, which must be greater than the loads on other structures.

c. Average Variance Extracted (AVE).

The expected AVE value is > 0.5.

d. Composite Reliability.

Data with Composite Reliability > 0.7 has high reliability.

e. Cronbach Alpha.

A variable can be said to be solid or meet Cronbach alpha if it has a Cronbach alpha value > 0.70.

Inner Model Analysis Method

According to Musyaffi (24) the internal model ranking can be seen from several indicators, including:

a. R Square (R^2) is used to assess the extent to which the model can explain the variation of the dependent variable. An R Square value of 0.67 indicates strong, an R Square value of 0.33 indicates moderate strength, and an R Square value of 0.19 indicates weak strength.

b. Q Square Using the Blindfolding method, Q Square is carried out to assess the accuracy of predictions. The Q Square value can be classified as small, namely 0.02, medium, namely 0.15, or large, namely 0.35.

c. Hypothesis Testing Method The next step is hypothesis testing. The significance level is used for hypothesis testing (25). This research uses a significance level of 5% or 0.05 because it is included in behavioral research. The following are the decision-making criteria according to (26):

- P-value < 0.05: H0 is rejected, so Ha is accepted, which indicates the variable strengthens the relationship between the independent variable and the dependent variable.
- P-value ≥ 0.05: H0 is accepted, so Ha is rejected, which indicates the variable weakens the relationship between the independent variable and the dependent variable.

The research equation model is as follows:

Y2 = a + b1X1 + b2X2 + b3X3 + b1Y1

Where:

Y2 = Sustainability of Arabica Smallholder Coffee Farming (ASUS),

Y1 = Success of Arabica Smallholder Coffee Farming (AS),

a = Constant,

X1 = Entrepreneurial Spirit (ES),

X2 = Agricultural Bussines of Management (AM),

X3 = Green Agriculture (GA), and Moderating Variables

b1, b2, b3 = Coefficients

3. FINDINGS AND DSICUSSIOUN

The result of this study can see at outer model analysis result. Outer model analysis examines indicators against latent variables related to their latent variables. Criteria for using the outer model

data analysis technique with SmartPLS include looking at the loading factor value, Cronbach's alpha, composite reliability, and AVE. The data obtained in this study were analyzed using SmartPLS 4.0 to conduct Partial Least Squares (PLS) regression analysis. First, the loading factor value was examined to see the correlation between the latent variables and the reflective indicators in the outer model. According to Hair et al., (27), indicators with outer loadings above should be above 0.6. Indicators with very low outer loadings (below 0.5) were removed from the scale. Based on the results of the SmartPLS 4.0 analysis, all items of the entrepreneurial spirit, agribusiness management, green agriculture, business success, and business sustainability variables were above 0.5. These results can be concluded that all statement items for each variable are valid.

Another measurement involved in testing the outer model is construct validity. Construct validity assesses whether the selected measures are valid measures of the construct describing the event and whether these measures are valid tools for representing or measuring the construct under investigation (27). For this study, construct validity was established, including convergent and discriminant validity. Convergent validity refers to the extent to which a measure correlates, or converges, with other measures of the same construct (27). Convergent validity is demonstrated when the Average Variance Explained (AVE) value between constructs is equal to or exceeds 0.5 (27).

Table 2. Outer Model Analysis Result

No	Variable	Indicator	Loading	Cronbah's alpha	Composite reliability	AVE
1.	Arabica Smallholder Coffee Farming Sustainability (ASUS/Y2)	Profitable and Accountable (Y2.1)	12,992	0,767	0,708	0,511
		Ecological Insight (Y2.2)	6,599			
		Social Justice (Y2.3)	0,276			
2.	Arabica smalhoder coffee farming succes (AS/Y1)	Income Increase (Y1.1)	23,657	0,729	0,830	0,551
		Production Increase (Y1.2)	10,107			

		Labor Absorption (Y1.3)	7,764			
3.	Enterpreneurial Behaviour (EB/X1)	Inovative (X1.1)	5,586	0,782	0,786	0,533
		Creative (X1.2)	2,786			
		Hard Working (X1.3)	7,681			
		Leadership (X1.4)	1,025			
4.	Agricultural of Bussines Management (AM/X2)	Planning (X2.1)	8,844	0,700	0,811	0,590
		Organizing (X2.2)	7,747			
		Actuating (X2.3)	7,798			
		Controlling (X2.4)	5,191			
5.	Green Agriculture (GA/X3)	Organic Fertilizer (X3.1)	1,143	0,732	0,761	0,526
		Adoption of Agroforestry Practice (X3.2)	0,996			
		Natural Pest Control (X3.3)	0,868			
		Crop rotation (X3.4)	1,090			

Resource : Researh data, 2025.

As presented in Table 2, the AVE scores for all constructs in the model are greater than 0.5, which is sufficient to achieve convergent validity. To assess internal consistency, the measure, Cronbach's alpha, needs to be examined. Internal consistency is achieved when the reliability estimate is greater than 0.70 (Hair et al. 2017). A thres hold of 0.7 is considered the most commonly accepted cutoff point (Fornell and Larcker, 1981). Measures that exhibit low levels of reliability should not be investigated further, as convergent validity will not be achieved (Fornell and Larcker, 1981). As presented in Table 2, all scores demonstrated acceptably high reliability (after conducting a second round of testing), with Cronbach's alpha coefficients exceeding the recommended threshold of 0.70, thus satisfying the second requirement of convergent validity. This result of analysis this study show that score of AVE, Cronbach alpha and Composite reliability is above from the criteria it means that all of indicator are acceptable and analysis can continued.

Structural model assessment (model testing in PLS) is carried out to determine the significance of

the paths and the predictive power of the model through the PLS algorithm, then by considering the bootstrap process (Hair et al, 2017). A systematic assessment of the structural model was conducted to assess the significance of the path coefficients by examining the standard error, T-statistic, and confidence interval. Table 3 highlights the research hypotheses and shows the path coefficients between the latent variables and the bootstrap critical ratios. The bootstrap t-statistic determines the stability of the estimates; it is considered acceptable above 1.96 at the 95% confidence interval (Hair et al. 2017). Table 3 shows the results of the hypothesis tests, which support the results of each path, which are interpreted in the following section. The results of the hypothesis tests can be seen in Table 3 below:

Table 3. Hypotesys Result Tests

hypotheses	Indikator	O	M	STDEV	Tstatistic	Pvalues	Keterangan
H1	EB -> AS	0,251	0,254	0,090	2,796	0,005	**Accepted**
H2	EB -> ASUS	-0,037	-0,021	0,131	0,280	0,780	Rejected
H3	AM -> AS	0,211	0,212	0,092	2,290	0,022	**Accepted**
H4	AM -> ASUS	0,120	0,125	0,125	0,959	0,337	Rejected
H5	GA -> AS	0,469	0,197	0,426	1,100	0,271	Rejected
H6	GA -> ASUS	0,313	0,131	0,312	1,003	0,316	Rejected
H7	EB x GA -> AS	-0,158	-0,078	0,160	0,988	0,323	Rejected
H8	EB x GA-> ASUS	-0,153	-0,067	0,247	0,619	0,536	Rejected
H9	AM x GA-> AS	0,062	0,010	0,176	0,351	0,726	Rejected
H10	AM x GA-> ASUS	-0,120	-0,050	0,170	0,701	0,483	Rejected
H11	AS -> ASUS	0,333	0,321	0,157	2,117	0,034	**Accepted**

Resource : Researh data, 2025.

Based on the results of the hypothesis test, it was found that Entrepreneurial Behaviour (EB) has a significant effect on Agribusiness Coffee Success (AS). The entrepreneurial spirit possessed by smallholder Arabica coffee farmers is categorized as very good. This means that better entrepreneurship, better business success will be. However, the results of the hypothesis test of Entrepreneurial Behaviour (EB) on Agribusiness Coffee Sustainability (BSU) did not have a significant effect. Entrepreneurs play a crucial role in sustainable development from the perspective of reducing poverty and unemployment, while entrepreneurship, to some extent, can be defined as the process of establishing a new company. Entrepreneurship has become an important vehicle for sustainable development, helping to increase employment and drive economic growth (Huang et al., 2021). Entrepreneurship is a person's passion for creating opportunities, realizing ideas, and creating added value in both tangible and intangible terms. The realization of SME independence is based on entrepreneurship, which is a personality trait and has been integrated through entrepreneurial values

for the business community (Yusi, 2022). The results of this study are in line with research conducted by Sumantri (2013), which revealed that entrepreneurship has a positive and significant impact on business success.

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The results of the study indicate that Agricultural Business Management (AM) has a significant effect on Agribusiness Coffee Success (AS), but it does not significantly influence Agribussiness Coffee Business Sustainability (ASUS). The study shows that the agribusiness management of Arabica coffee farming in Bondowoso Regency is categorized as very good. The results also indicate that agribusiness management has a positive and significant influence on the success of Arabica coffee farming in Bondowoso Regency. This result means that better agribusiness management will increase the success of smallholder Arabica coffee farming in Bondowoso Regency. The results of this study reveal that the elements of agribusiness management implemented by catfish entrepreneurs in Kampar Regency have been implemented very well. Barnard et al. (2012) stated that those who want to start a business in the agribusiness sector must master the concept of management in agribusiness, which includes knowledge of management, management functions, management principles, and management fields. The results of this study align with research conducted by Dananjaya et al. (2014), which revealed that agribusiness management has a positive and significant influence on business success. The results of the study also show that Agribusiness Coffee Success (AS) has a significant effect on the Agribusiness Coffee Sustainability (ASUS) of smallholder Arabica coffee farmers. Based on these results, it can be concluded that if Arabica coffee farming is successful, it can be ensured that Arabica coffee farming will continue.

However, the results of the study also show that Entrepreneurial Behaiour (EB) and Agricutural of Business Management (AM) through the implementation of Green Agriculture (GA) do not have a significant effect on Agribusiness Coffee Success (AS) and Agribusiness Coffee Sustainability (ASUS) of Arabica coffee farming in Bondowoso Regency.

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4. CONCLUSIONS

Based on the results and discussion, it can be concluded that Entrepreneurial Behaviour (EB) and Agricultural Business Management (AM) play an important role in determining the success of Arabica smallholder coffee farming in Bondowoso. The findings indicate that farmers who demonstrate stronger entrepreneurial characteristics, such as innovation, risk-taking, opportunity recognition, and proactive decision-making, tend to achieve better farming performance. Likewise, effective agricultural business management practices, including planning, resource allocation, financial management, and marketing strategies, contribute significantly to improving farm productivity and overall business success. These results highlight the importance of strengthening farmers' entrepreneurial capacity and managerial competence to enhance the performance of Arabica coffee farming.

However, the study also reveals that Entrepreneurial Behaviour and Agricultural Business Management do not have a direct and significant influence on the sustainability of Arabica smallholder coffee farming. This suggests that sustainability is shaped by a broader set of factors beyond individual entrepreneurial capabilities and farm management practices, including environmental conditions, market stability, institutional support, access to technology, and long-term policy interventions. Furthermore, the findings demonstrate that the success of Arabica smallholder coffee farming significantly affects its sustainability. In other words, higher levels of farming success create stronger economic foundations that enable farmers to maintain and sustain their agricultural activities over time. Therefore, improving farm success is a crucial pathway toward achieving the long-term sustainability of Arabica smallholder coffee farming in Bondowoso.

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