

Factors Correlate with Motivation and Performance of Agricultural Extension Workers in Agritourism Advancement towards 4.0 Industry

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Abstract The societal and economic constraints lead the Indonesian farmers to be unable to defend their lands, and shift their land into non-agricultural areas. Agritourism might stimulate fast economic growth, generate more jobs and occupations, and enhance the quality of life for sub-urban communities. Agriculture extension workers (AEWs) assistance could play a significant role in addressing this requirement. Unfortunately, the motivation and performance of the AEWs in promoting agritourism activities have not been studied previously. The aim of the present study is to explore the factors which affect the motivation and performance of AEW due to their importance in agritourism improvement. Proportional stratification with a simple random sampling method was applied to collect the data from the government personnel who work primarily as AEW. It was conducted in the Malang Raya region, East Java, Indonesia. A total of one hundred and forty-two (142) AEWs were utilized for the study. The data were analyzed by descriptive and inferential statistics after they were collected, coded, and arranged. This research concluded that the external factors and the competence of AEWs have a direct and significant association with work motivation in the advancement of agritourism, meanwhile, no factors observed have a significant correlation to AEW's performance. The study suggests that to improve motivation and AEW's performance, the agencies and administrators should

concentrate on institutionalizing regulations that will encourage continual education, provide comfortable offices and working facilities, and increase the frequency of weekly meetings with farmer groups.

Keywords Motivation and Performance of Agricultural Extension Worker, Agritourism Advancement

1. Introduction

Agricultural extension is widely considered as the main method by which farmers increase their ability to adapt and adopt new ideas and technologies [1]. Further, agricultural extension is recognized as one of the most critical elements in promoting development and innovation in rural areas [2]. Nowadays, the urban population reaches 57.2% in Indonesia [3], leading to a global economic, cultural, and social evolution of rural revitalization [4].

Agriculture is the primary source of livelihood for a huge portion of the Indonesian population. Nonetheless, its importance in national economies is diminishing [5]. In 2022, the economic growth rate increased by 5.31%, and agriculture contributed 2.25% to gross domestic product (GDP). However, due to societal and economic constraints, farmers in Indonesia are not able to defend their lands,

rendering farmland conversion inevitable [6], leading to the issue of shifting farmland's role for food production, agricultural (paddy) to non-agricultural areas that lean to occur annually [7].

Farm diversification through various farm tourism activities could stimulate economic performance [8]. Agricultural tourism (agritourism) is a type of recreation tourism that is centered in rural areas. Agritourism utilizes farming for education, recreation, or some activities in traditional aspects of home-keeping [9], implying that the advancement of tourism in villages might stimulate fast economic growth, generate more jobs and occupations, and enhance the quality of life for communities [10,11]. The AEWs could expand the agritourism sector through technical support and education [12].

Malang Raya is known as a tourism region which leads to economic growth [13]. Since agritourism entrepreneurs require a well-planned and managed farm [14], agriculture extension workers (AEWs) must disseminate proper technologies and knowledge to farmers to find either farming or non-farming activities which might boost their net revenue [15]. AEW assistance could play a significant

role in addressing this requirement [16]. In contrast, the AEWs role in Malang Raya region is not significant yet to assist agritourism sector.

Furthermore, the encouragement factor, both intrinsic motivation and extrinsic motivation [17], owned by an AEW will correlate with their performance. The motivation and performance of the AEWs' in promoting agritourism activities have not been studied previously. Thus, the aim of the present study is to explore the factors which affect the motivation and performance factors of AEW due to their importance in agritourism improvement.

2. Materials and Methods

2.1. Research Location

The current research was conducted in the Malang Raya region a developing agritourism region, which consists of Batu City, Malang region, and Malang City located in East Java province (Figure 1).

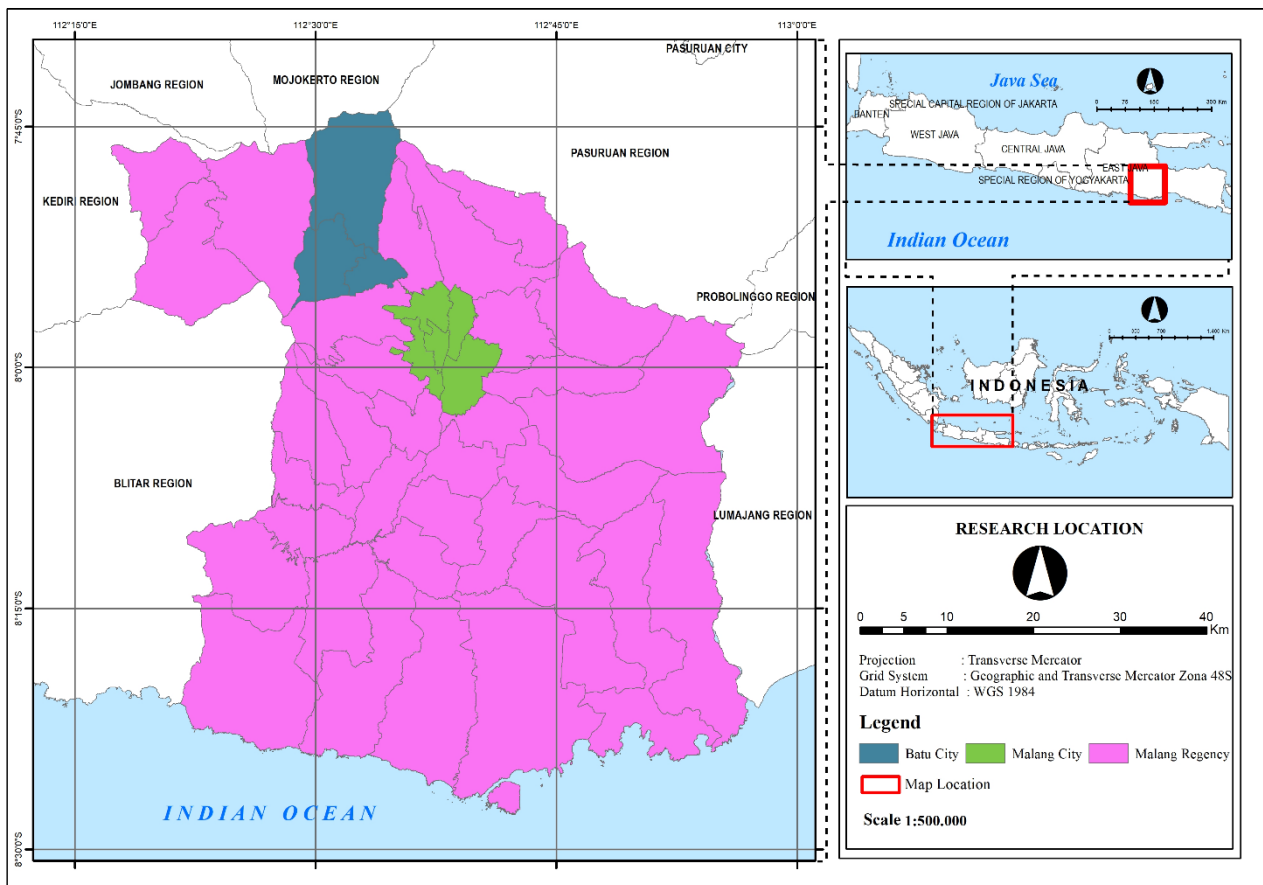


Figure 1. Sampling location in Malang Raya region

2.2. Population and Sample Size

The researcher used Slovin's formula to get the number of respondents (1).

$$n = N / (1 + Ne^2) \tag{1}$$

Notes:

n = number of respondents

N = population size

e = sampling error tolerance (10%)

To obtain relevant data and give equal opportunity to all AEWs, the study utilized proportional stratification with simple random sampling. All government personnel who work primarily as AEW in three distinct areas (Batu City, Malang region, and Malang City) were among those who responded. The sample was drawn in the following proportions from all regional offices (Table 1).

Table 1. The distribution of selected AEWs

Respondent's level	Location	Number of respondents (Percentage)
Expert level	Batu city	22 (15.49)
	Malang city	20 (14.08)
	Malang region	78 (54.93)
Skilled level	Batu city	2 (1.41)
	Malang city	2 (1.41)
	Malang region	18 (12.68)
Total		142 (100)

To attain this research's goal, the researcher employed a qualitative and quantitative and also explanatory survey research approach. The survey was conducted by applying standard close-ended questionnaires. The study used both secondary and primary sources of data.

The study data were analyzed by inferential and

descriptive statistics after the data was collected, coded, and arranged. Mean and standard deviation are utilized in descriptive statistics, and bivariate correlation was used to determine whether the independent variables (support factor, inhibitor factor, external factor, and AEW's competency) had a relationship with the dependent variable (work motivation and AEW's performance). The model of the present research is shown in Figure 2. Several path analyses were done to examine the effect of independent variables on the dependent variable. The twelve hypotheses that are going to be discussed in the present research are:

H1: The support factor directly affects work motivation.

H2: The support factor directly affects the AEW's performance.

H3: The inhibitor factor directly affects the work motivation

H4: The inhibitor factor directly affects the AEW's performance.

H5: The external factors directly affect work motivation.

H6: The external factors directly affect the AEW's performance

H7: The competence of AEW directly affects work motivation.

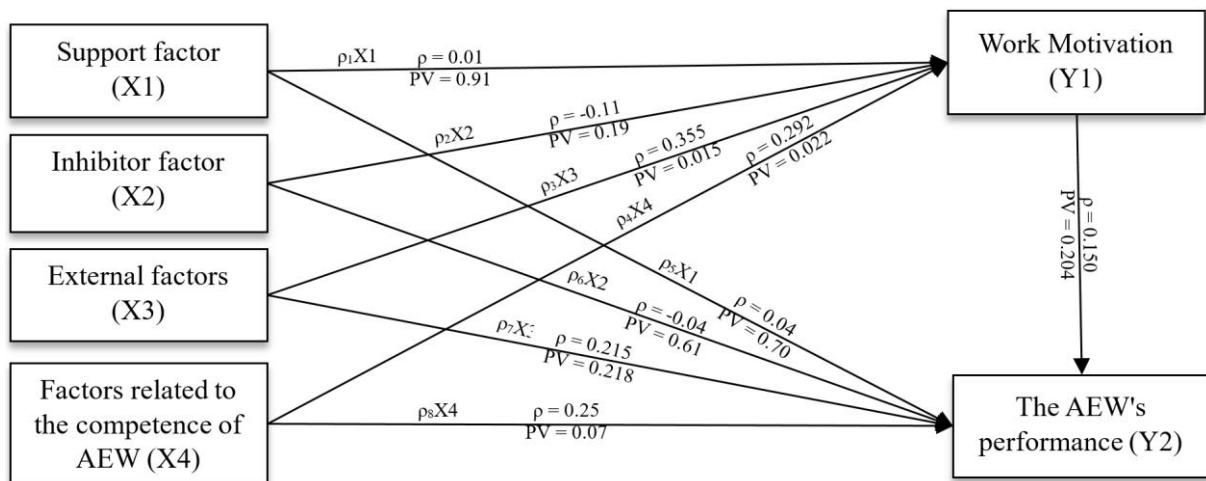
H8: The competence of AEW directly affects the AEW's performance

H9: The support factor indirectly affects the AEW's performance via work motivation

H10: The inhibitor factor indirectly affects the AEW's performance via work motivation

H11: The external factor indirectly affects the AEW's performance via work motivation

H12: The competence of AEW indirectly affects the AEW's performance via work motivation



ρ = Direct Coefficient; PV = P Values

Figure 2. Direct effects of independent variables

2.3. Analysis of Variables

The independent variables for the current research are the support factor, inhibitor factor, external factor, and AEW’s competency whereas the dependent variable was work motivation and AEW’s performance. For primary data collection, the researcher applied standardized open-ended and close-ended questionnaire tools. The researcher developed questionnaires regarding work motivation and AEW’s performance. The questionnaire is divided into seven sections: the first is about respondent identity, the second is about support factors, the third is about inhibitor factors, the fourth is about external factors, the fifth is about agricultural worker competency, the sixth is about extension worker motivation, and the last is about extension worker performance. A four-point Likert-style rating scale was used to determine the level of agreement among respondents about the effect of four independent factors on AEW motivation and performance. The four-point Likert scale was utilized in all of the items, with the scale spanning from strongly disagree (1) to strongly agree (4).

The questionnaire was used to gather information about numerous independent variables to investigate the effects of these variables related to motivation and AEW’s performance in promoting agritourism as a farm diversification product. The following independent factors were investigated:

1. Support Factor (X1) in agritourism
 - a. The extension worker salary (X1.1)
 - b. Chance to improve professionalism (X1.2)
 - c. Safe working environment (X1.3)
 - d. Proper working environment (X1.4)
 - e. Fair treatment in performing duties (X1.5)
 - f. Achievement recognition (X1.6)
2. Inhibitor factor (X2) in agritourism
 - a. Lack of reward (X2.1)
 - b. Unfavorable work area (X2.2)
 - c. No support from the Head of the office (X2.3)
3. External factors (X3) in agritourism
 - a. Working facilities have an impact to do the main assignment as AEW (X3.1)
 - b. Administration factor from both the Head of the office and themselves (X3.2)
 - c. Environmental factor (X3.3)
 - d. Affordability of work location (X3.4)
 - e. Society participation (X3.5)
4. The competence of AEWs (X4) in assisting agritourism
 - a. Mastery of technology, including technical, information technology, methodological, and social which support agritourism (X4.1)

- b. Formal education, reading papers, training, and seminars in agritourism (X4.2)
- c. Being creative, innovative, communicative, collaborative, and adaptive in the 4.0 industry (X4.3)

2.4. Data Analysis

Path analysis is a method to test the supposed causal connection between the independent and dependent variables. SPSS was used for the current path analysis. An ordered-logit model was applied to investigate the factors which impact respondents' motivation and performance (the dependent variable). Descriptive statistics recapitulate the findings of the respondents' socioeconomic characteristics. The variables included are shown in Table 2.

Table 2. Variables of socioeconomic characteristic

No	Variables	Measurement description
1.	Gender	The AEW's gender (male or female)
2.	Age	The age range of AEW
3.	Formal educational levels	AEW's education status (ranges from high school to postgraduate level)
4.	Working experiences	Years of working experience
5.	Number of farmer groups	Number of farmer's groups located in a particular working area
6.	Extension involvement in farmer group development	Number of meetings with the farmer group in a month

3. Result and Discussion

3.1. Measurement Model

A test of reliability and validity is required before path analysis as a measure of the reliability and validity of each variable. Pearson correlation is applied to determine the validity of test results. If the correlation value is ≥ 0.361 , the indicator is valid, as displayed in Table 3.

Furthermore, all indicators have association values of ≥ 0.361 , proving that each reliable indicator demonstrates an accurate variable (Table 3). The reliability test must be performed in addition to the validity test; the reliability test must be performed in addition to the validity test. All variables are considered reliable since the construct reliability for all of them is ≥ 0.6 , as shown by the results of the reliability tests.

Table 3. The result of the reliability tests

Variable	Indicator	Correlation coefficient	Validity	Construct reliability	Conclusion
Support Factor (X1)	X.1.1	0.77	Valid	0.77	Reliable
	X.1.2	0.67	Valid		
	X.1.3	0.56	Valid		
	X.1.4	0.67	Valid		
	X.1.5	0.68	Valid		
	X.1.6	0.80	Valid		
Inhibitor factor (X2)	X.2.1	0.87	Valid	0.88	Reliable
	X.2.2	0.95	Valid		
	X.2.3	0.87	Valid		
External factors (X3)	X.3.1	0.76	Valid	0.80	Reliable
	X.3.2	0.68	Valid		
	X.3.3	0.74	Valid		
	X.3.4	0.76	Valid		
	X.3.5	0.81	Valid		
The competence of AEW (X4)	X.4.1	0.89	Valid	0.84	Reliable
	X.4.2	0.83	Valid		
	X.4.3	0.89	Valid		
Work Motivation (Y1)	M.1.1	0.89	Valid	0.75	Reliable
	M.1.2	0.89	Valid		
The AEW's performance (Y2)	Y.1.1	0.44	Valid	0.68	Reliable
	Y.1.2	0.68	Valid		
	Y.1.3	0.69	Valid		
	Y.1.4	0.55	Valid		
	Y.1.5	0.61	Valid		
	Y.1.6	0.52	Valid		
	Y.1.7	0.59	Valid		

3.2. The Goodness of Fit Model

The predictive relevance (Q^2) value was used for goodness of fit test (2).

$$Q^2 = 1 - ((1 - R_{y1}^2) \times (1 - R_{y2}^2)) \quad (2)$$

$$Q^2 = 1 - ((1 - 0.326) \times (1 - 0.269)) = 0.507$$

The model could be used to determine the calculation of the predictive-relevance value for 0.507, or 50.7%, thus this circumstance indicated that support factor (X1), inhibitor factor (X2), external factor (X3), the competence of AEW (X4) and work motivation (Y1) were contributed 50.7% to the whole AEW's performance (Y2), whereas 49.3% was led by any other variables which have not been observed in the present study. The Q^2 value of 50.7% also means that the model was indicated as a good model,

therefore it could be defined for further hypothesis testing.

The coefficient of determination denotes the effect of all independent variables on the dependent variable. Table 4 displays the coefficient of determination (R^2) values for each dependent variable in this study.

Table 4. Coefficient of determination (R^2) values of the endogenous variable

Variable	R^2
Work Motivation (Y1)	0.33
The AEW's performance (Y2)	0.23

R^2 showed the contribution of all X variables (X1 to X4) toward the work motivation (Y1) and AEW's performance (Y2). R^2 score was 0.33 and 0.23 respectively, which means that independent variables (X1 to X4) provide 33% of the work motivation. Further, the independent variables

(X1 to X4) redound 23% to AEWs' performance. Meanwhile, other variables that were not included in this study contributed 67% and 77%, respectively.

3.3. Characteristics of the Respondents

The respondents of the present study had various socio-economic characteristics as well as educational and economic backgrounds. Table 5 below gives specific information on the socio-economic characteristics of AEWs surveyed; it consists of sex/gender, age, degree of formal education, working experience, amount of farmer

group under supervision, and extension involvement in farmer group development. It could be observed that more than 59.2% of the AEWs were men, whereas women formed 40.8% of the AEWs. This indicates that for every 5 AEWs you are likely to meet two female AEWs, which defines that men in the area surveyed dominate the agricultural extension practices. In accordance with the present finding, Akter et al. [18] found that men are dominant in the agricultural sector in Indonesia and Myanmar. This situation is associated with community values and norms [19].

Table 5. Socio-economic characteristics of AEWs in the Malang Raya region

Socio-economic characteristics		Respondents	
		Frequency	Percentage
Gender	Men	84	59.20
	Women	58	40.80
Age	≤ 30	3	1.97
	31 - 40	67	47.20
	41 – 50	13	9.10
	51 - 60	59	41.80
Formal educational levels	Senior High School	7	5.30
	Diploma	33	22.90
	Undergraduate	94	66.40
	Postgraduate	8	5.40
Working experience (years)	≤ 10	71	49.80
	11 – 20	11	7.80
	21 – 30	13	8.90
	31 - 40	47	33.50
Number of farmers groups under supervision	< 5	17	17.40
	5 – 10	81	81.10
	11 – 15	28	27.50
	>15	16	15.90
Extension involvement in farmer group development	< 1	0	0.00
	1 - 2	25	24.60
	3 – 4	87	86.90
	>5	30	30.40

Further, the age range was grouped into four classes. Extension workers with the age range of 31 - 40 years dominated with 67 respondents (47.20%), indicating that most of the respondents were within the productive age range which could increase their utilization of innovations in conveying extension service delivery including e-resources. Al-Zahrani et al. [20] and Kassem et al. [21] stated that 33.7% and 59.7%, respectively, of the AEWs in Saudi Arabia are in the same age range (30-40 years), therefore, the AEWs were in the early careers, making them more adaptable and enthusiastic than older.

Table 5 also shows that the majority had an undergraduate degree as the highest educational qualification (66.4%). This might be related to the minimum education degree when they applied as government employees. This condition is expected to improve their basic knowledge and innovativeness of concepts to enhance farmer's economic level [22,23,24], through increasing their involvement in agritourism dissemination. In addition, most AEWs had work experience of less than 10 years. The current situation indicated that the Malang Raya area was dominated by experienced AEWs in terms of the number of years working as extension workers. Olorunfemi [22] reported that the AEWs with almost 10 years of experience had spent significant time in extension service, which is likely to have improved their knowledge of diverse agricultural methods.

Overall, the highest percentage of age, educational degree, and the gap among the age groups could represent the fact of delayed government extension workers' recruitment. This situation follows Ragasa et al. [25] which illustrated that the worker's aging cadre appears to be a significant problem for AEWs, particularly government-based AEWs. A large percentage of older AEW indicates not only a lack of dynamism and variety of ideas from younger groups, but also serious boundaries in knowledge and experience continuity once the older

groups pension. Manik et al. [26] found that age and number of villages under supervision have a negative correlation with the AEWs' performance, while formal education and working experience affect positively the AEWs' performance.

The highest percentage of farmer groups assisted by an extension worker is 5 – 10 groups (81.1%). In addition, AEWs in Turkey are responsible for 5.1 farmer groups [27]. According to Oladele [28], the average number of farmer groups covered by an AEW was ten, implying that each AEW has an enormous task to accomplish. Pujiharto and Wahyuni [29] stated that each AEW should serve only one agricultural extension location (one village). This demonstrates the significant ratio gap between the number of farmer groups to be assisted and the number of AEWs available.

The greatest number of extension involvements in farmer group development is 3-4 in a month (86.9%), which means that the AEWs in the area are involved in weekly meetings with the farmer groups. AEWs are the most reliable source of knowledge for rustic farmers [30], thus educating farmers by disseminating important agritourism approaches. Additionally, the AEWs in Turkey visit the farmers 9.3 days in a month [27]. Furthermore, the AEWs' interactions with farmers frequently tend to have greater effects on non-agriculture, crops, and total earnings [31].

3.4. Factors Unrelated to Work Motivation and AEW's Performance

The structural model/inner testing model is crucial to examine the hypothesis in a study. In the present research, t-statistic (t-test) was applied on each path of direct effect in hypothesis testing [32]. Table 6 shows the results of the direct effect using path analysis of the current analysis as illustrated in Figure 2.

Table 6. Direct effects of independent variables

Independent variables	Dependent variables	Path coefficient	P values	Conclusion
Support Factor (X1)	Work Motivation (Y1)	0.01	0.91	Not Significant
Support Factor (X1)	The AEW's performance (Y2)	0.04	0.70	Not Significant
Inhibitor factor (X2)	Work Motivation (Y1)	-0.11	0.19	Not Significant
Inhibitor factor (X2)	The AEW's performance (Y2)	-0.04	0.61	Not Significant
External factors (X3)	Work Motivation (Y1)	0.36	0.02	Significant
External factors (X3)	The AEW's performance (Y2)	0.22	0.22	Not Significant
The competence of AEWs (X4)	Work Motivation (Y1)	0.29	0.02	Significant
The competence of AEWs (X4)	The AEW's performance (Y2)	0.25	0.07	Not Significant
Work Motivation (Y1)	The AEW's performance (Y2)	0.15	0.20	Not Significant

Table 6 and Figure 2 showed that the coefficient value for examining the direct effect of support factor (X1) on work motivation (Y1) is 0.01, with a p-value of 0.91. Since the p-value >0.05 , H1 is rejected, indicating that there is no significant direct influence of the support factor on work motivation (Y1). The positive correlation between the two variables is seen by the positive path coefficient. The coefficient value obtained was 0.04, with a p-value of 0.70, as a result of the observation of the direct effect of support factor (X1) on AEW's performance (Y2). The current finding is in contrast with Zainal and Prakoso [33] who stated that the work motivation of AEW is to do their assignment because of self-esteem, increased capacity, and economic factors. This demonstrates how receiving proper salary will have a big impact on how responsibilities are carried out by AEWs. In accordance with present finding, improving professionalism is a support factor for work motivation [34,35]. Providing a working environment that encourages professional development and unofficial learning, supporting and encouraging peer mentoring in various ways at the workplace, mediating sharing and interaction among peers, and creating occasions for AEWs to interact with peers' practices [36,37].

In investigating the direct influence of the inhibitor factor (X2) on work motivation (Y1), the coefficient value was -0.11, with a p-value of 0.19. If the direct influence of inhibitor factor (X2) on AEW's performance (Y2) was tested, the coefficient value was -0.04, with a p-value of 0.61. Because p-value >0.05 , H3 and H4 are rejected, indicating that the inhibitor factor has no significant direct effect on both work motivation (Y1) and AEW's performance (Y2). This demonstrates that the high/low inhibitor factor does not influence job motivation (Y1) or AEW's performance (Y2). Due to the path coefficient being shown as negative, the association between both is negative. It implies that the work motivation (Y1) and AEW's performance (Y2) are inversely correlated with the inhibitor factor. In contrast, Salgado et al. [38] reported that the lack of reward will affect the AEWs performance. Rochaeni et al. [39] and Alam and Kijima [40] informed that the economic reward or non-economic reward from the management strongly correlates with AEWs performance.

Furthermore, when the direct influence of external factors (X3) on AEW's performance (Y2) was tested, the coefficient value obtained was 0.215, with a p-value of 0.218. Because the p-value >0.05 , H6 is rejected. Hereinafter, there is no significant direct effect of external factors (X3) on AEW's performance (Y2). This demonstrates that variations in the high/low performance of AEW won't be influenced by external influences (X3). In contrast, Kassem et al. [21] reported that daily administrative work and physical/financial facilities were the factors inhibiting extension-research linkages, in turn, these factors associate with the AEW's performance. Further, Indraningsih et al. [41] stated that the work facilities correlate with AEWs performance.

In determining the direct influence of parameters linked to factors related to the competence of AEWs' performance (X4) on AEW (Y2), a coefficient value of 0.25 was achieved, with a p-value of 0.07. Because the p-value is >0.05 , H8 is rejected, indicating that there is no significant direct effect of AEW's competency on AEW's performance (Y2). This demonstrates that differences in the competence of AEWs do not result in changes in AEWs' performance (Y2). In contrast, Demenongu et al. [43] and Tarandung [42] stated that formal education, ability, skills, and knowledge are associated with AEWs' performance. Also, Rimbayana et al. [44] found that competence has a significant effect on the employee's performance.

The findings of this study revealed that none of the observed parameters have a significant relationship with AEW's performance. The support factors which consist of the worker's salary, the chance of improving professionalism, job safety, proper working environment, fair treatment in performing tasks, and achievement recognition in the current study were not correlated with work motivation and AEW's performance. On the contrary, income rate, job security, performance appreciation, motivating facilities, and ensuring a close relationship among the supervisors and coworkers were associated with work motivation and AEW's performance [45,46,47,48]. In the current research, the AEWs receive a monthly salary from the government which explained that the AEW's performance was not influenced by the salary factor. Ragasa et al. [25] stated that the sustainability of government financial resources is a highly significant aspect in addressing good or poor achievement among organizations and AEW.

Furthermore, Spector [49] stated that less concern for the working environment could lead to the worst circumstances in the organization. According to Lane et al. [45], a safe working environment includes flexible working hours and involves employees in decision-making. The present research was consistent with the prior findings. According to Taheri et al. [36], the society working environment, secure working environment, and financial working environment should be prioritized when it relates to AEW's performance.

Another external factor is society participation which allows farmers to receive more knowledge and enhance their interactions with AEW through field days/visits. On the other hand, previous research found that agricultural training does not improve interactions with AEWs [50].

Further, passion for increasing the work area, supported by strong cooperative relationships with farmer groups [51] will be important to collaborate with the government partners (Ministry of Agriculture, research institution, seed surveillance systems, and system of extension) in rustic and agricultural projects. Therefore, they could be a vital aspect of any capacity-building and extension practices [25].

3.5. The Factors Associated with Work Motivation

The direct influence of external factors (X3) on work motivation (Y1) was tested, and the coefficient value was 0.355, with a p-value of 0.015 (Table 6). Because p-value <0.05, H5 is accepted, indicating that external factors have a significant direct effect on work motivation (Y1). This finding indicated that high/low external influences (X3) will cause differences in high/low work motivation (Y1) factors.

In assessing the direct influence of factors related to the competence of AEW (X4) on work motivation (Y1), a coefficient value of 0.29 was achieved, with a p-value of 0.02. Because p-value <0.05, H7 is acceptable, indicating that there is a significant direct effect of the competence of AEW (X4) on work motivation (Y1). This demonstrates that differences in AEW's skill (X4) result in differences in work motivation (Y1).

Both external factors and the competence of AEWs have a significant association with work motivation, contrary to other factors. Among the respondents, 6 respondents (23.2%) thought their talents were good, while 106 respondents (76.8%) said they were very good. The competence of AEWs is likely to have a significant impact (P<0.05) directly on their motivation, indicating that technology skills and knowledge expertise could enhance the motivation to elevate the performance of the AEW. This situation is under the previous research. In accordance with the present finding, a previous study reported that the competence of AEW is associated with work motivation, which is correlated to information and communication technology (ICT) [52,20,44]. Furthermore, Mittal et al. [53] reported that mobile-enabled agricultural services and ICT provide tools for delivering extension services and raising farmer awareness. Nwabugwu et al. [54], as well as Saleh and Man [55] reported that several e-resources like email, Facebook, 2go, and WhatsApp, reciting academic literature and exploring the internet were used widely, unfortunately, less applied to exchange agricultural information.

Lack of communication among extension service offices leads to less regular, organized, and long-term provision of learning and training opportunities, as well as a weakening of the entire agricultural education system [25,20]. The external factors and AEW competence possibly to have good performance in technology dissemination, farm

demonstration, monitoring adoption, and training, also impact farmers more than those who did not have any interactions. Furthermore, AEWs should be trained properly and implicated in extension workshops and activities to maintain their knowledge during their service year [56, 20].

Ragasa et al. [25] reported that the system of agricultural extension depends on the strength of the system of agricultural education, hence any efforts to revitalize the former will require complementary investments in the future. AEW's knowledge, competencies, and skills are basic to successful extension activities [55,20].

3.6. Direct and Indirect Association among Independent Factors and Work Motivation and AEW's Performance

Both direct and indirect effect examinations are needed for hypothesis analysis. The results of the indirect effects test with the Sobel test are shown in Table 7.

Based on path analysis in Table 7, the coefficient value obtained when analyzing the indirect influence of support factor (X1) on AEW's performance (Y2) via work motivation (Y1) is 0.002, with a p-value of 0.879. Because the p-value >0.05, H9 is rejected, indicating that motivation of work is not a variable influencing the AEW's performance.

The coefficient value obtained in examining the indirect effect of inhibitor factor (X2) on AEW's performance (Y2) via work motivation (Y1) was -0.016 with a p-value of 0.743. Because the p-value >0.05, H10 is rejected, which indicates that work motivation is not a mediation variable affecting AEW's performance. Since the path coefficient appeared to be negative, the association between both of them is negative. This confirms that the higher inhibitor factor will result in a lower AEW performance (Y2) indirectly.

The coefficient value obtained when investigating the indirect effect of external factors (X3) on AEW's performance (Y2) through work motivation (Y1) is 0.053, with a p-value of 0.742. Because the p-value >0.05, H11 is disregarded, meaning that work motivation is not an intermediary of AEW's performance. Due to the path coefficient being negative, the relationship between them is negative.

Table 7. Indirect effects test in hypothesis testing

Independent variable	Mediation variable	Dependent variable	Path coefficient	P Value	Conclusion
Support Factor (X1)	Work Motivation (Y1)	The AEW's performance (Y2)	0.002	0.88	Not Significant
Inhibitor factor (X2)	Work Motivation (Y1)	The AEW's performance (Y2)	-0.07	0.74	Not Significant
External factors (X3)	Work Motivation (Y1)	The AEW's performance (Y2)	0.05	0.74	Not Significant
The competence of AEW (X4)	Work Motivation (Y1)	The AEW's performance (Y2)	0.04	0.74	Not Significant

In determining the indirect effect of factors related to the competence of AEW (X4) on human resource performance (Y2) via work motivation (Y1), the coefficient value obtained is 0.044, with a p-value of 0.743. H12 is rejected because the p-value >0.05, indicating that work motivation is not a mediation variable of AEW's performance. On the other hand, the work motivation is a factor that influenced the AEWs' performance, both directly and indirectly [41].

The present study showed that all factors were not affected by the AEW's performance, both directly and indirectly. Ragasa et al. [25] reported that uncertain programs and goals for agricultural extension result in ineffective monitoring and evaluation of AEW's performance. Several factors that affected the AEW's performance are comfortable and well-adaptive working environments that make the employees committed to their productivity and efficiency [36], and arranging frequency of extension contact could elevate the possibility of farmers' overall satisfaction with the AEW's service [57]. On the contrary, prior research showed that work motivation is the factor, a both mediating and independent factor, for the workers' competence to AEWs performance [33,41,44].

4. Conclusions

This research concluded that the external factors and the competence of AEWs have a direct and significant association with work motivation in the advancement of agritourism, meanwhile, no factors observed have a significant correlation to AEW's performance. AEWs have a significant role in developing the agricultural training/education and technical support. The current study suggests that to improve motivation and AEW's performance, agencies and administrators should concentrate on institutionalizing regulations that will encourage continual education, provide comfortable office and working facilities, and increase the frequency of weekly meetings with farmer groups.

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