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Entrepreneurship and urban farming: A study on determinants of business management

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ABSTRACT

Purpose — *This research was conducted to find out how entrepreneurship education, entrepreneurial experience, and entrepreneurial motivation influence the management of farming in urban areas.*

Method — *This research was conducted using a quantitative approach with associative methods and employing multiple linear regression data analysis techniques. The research population consisted of members of the Citra women's farmer group, totaling 20 people located at BTN Citra Tello Permai, Tello Baru Village, Panakkukang District, Makassar City.*

Result — *The results of the research indicate that the entrepreneurial education variable has a positive and significant effect on the management of urban farming businesses, the entrepreneurial experience variable also has a positive and significant effect on the management of urban farming businesses, while the entrepreneurial motivation variable, partially, shows no positive and significant effect on the management of urban farming businesses.*

Contribution — *This research makes a valuable academic contribution by addressing a population gap, as prior studies primarily centered on MSMEs, with limited exploration of the crucial urban agricultural sector.*

Keywords: *entrepreneurship education, entrepreneurial experience, entrepreneurial motivation, urban farming*

INTRODUCTION

As an agricultural country, life in Indonesia is predominantly shaped by livelihoods in the agricultural sector. Agriculture is invariably associated with the rural environment; however, it can also extend into industrial settings (Orsini & Kahane, 2013). This is due to ongoing developments in science and technology, which open up the possibility of agricultural activities in urban areas. In the past, agriculture was primarily confined to rural regions where land was readily available, in contrast to urban areas where most of the land was dedicated to industrial and housing developments. Nevertheless, this hasn't deterred urban communities from showing interest in engaging in agricultural activities.

Urban agriculture is defined as the cultivation, processing, and distribution of food through intensive plant growth within cities (Tornaghi, 2014). The popularity of urban farming has witnessed a surge in recent years, driven by environmental concerns and the need to support food systems within urban areas (Hendrickson, 2012). Farming in an urban environment has significant environmental benefits. Urban agriculture has the potential to foster community cohesion and enhance health by providing clear-origin food sources (Orsini, 2022). To date, urban agriculture has impacted all strata of society, with individuals from various social backgrounds participating in sustainable food programs through urban agriculture (Kuhns et al., 2017). Urban agriculture has contributed to economic development, poverty alleviation, the recognition of the human right to food, and the greening of cities (Hoornweg & Munro-Faure, 2012).

The term "agriculture" is not only limited to cultivating plants but also encompasses the science and art of cultivating land, including establishing businesses within it (Harris & Fuller, 2017). In connection with the increasing demand for food in urban areas, people have been motivated to maximize agricultural utilization methods through the formation of businesses to meet food needs (Game & Primus, 2015). Research by Proctor & Lucchesi (2012) also states that an increase in dependence on food production will motivate someone to set up a farming business. This state of dependency can be overcome by engaging in agricultural activities that can produce high-quality food, maintain food production standards, and promote environmentally friendly food production (Welsh, 2020). By empowering vacant land in the midst of urban areas, it can help create and maintain the existence of local communities (Klöckner, 2021). The success of agricultural businesses has contributed to environmental sustainability because society has maximized resource utilization (Davidova et al., 2013). The business management indicators, as per Wilujeng et al. (2022), include (1) harvest conditions; (2) realization of planning; (3) member trust; (4) the presence of group management officers; (5) relationships with other institutions.

To maintain a successful agricultural business program in urban areas, specific skills are essential. One of these vital skills is entrepreneurship. Entrepreneurship skills can be acquired through education, experience, and motivation. A study conducted by Anggraeni (2017) in the fashion sector in Indonesia identified these factors as influential in the success of small and medium businesses. Similarly, research by Janeska-Iliev and Debarliev (2015) found that factors influencing the operation of small businesses include knowledge, skills, and motivation.

However, despite these findings, there is still no complete understanding of the factors that affect businesses in the agricultural sector. Therefore, our research aims to investigate how entrepreneurial education, entrepreneurial experience, and overall entrepreneurial motivation influence the management of farming businesses in urban areas.

METHOD

This study is an associative research which aims to determine whether there is an influence or relationship among the existing variables (Jeongeun Park & Minhye, 2016). Data collection techniques in this research encompass non-participant observation, questionnaires, and documentation. The research was conducted at the Citra Women's Farmers Group, situated in BTN Citra Tello Permai, Tello Baru Village, Panakkukang District, Makassar City.

The research population consisted of members of the Citra Women's Farmers Group, totaling 20 individuals. To select the sample, a purposive sampling technique was utilized, taking into account various specific criteria (Sugiyono, 2013). The predetermined criteria included: (1) being involved in urban farming; (2) having been a member of a farmer group for at least one month; and (3) residing and engaging in farming activities in Makassar City.

A questionnaire was used as the research instrument, which was administered with the participants' consent. The selection of these instruments was made to address issues that needed consideration. Furthermore, the instrument generated numerical or quantitative data, assigning a score to each question number. To ensure accuracy, a Likert scale was employed as an assessment scale. Below is a description of the research instruments utilized.

Table 1. Research instruments

Variables	Indicators	Scale
Entrepreneurship Education (X1)	Desire for entrepreneurship, insight, and growing awareness (Cueto et al., 2022)	Likert
Entrepreneurial Experience (X2)	Involved in entrepreneurial activities before, experience in marketing products, experience in production, and financial management experience (Vaillant & Lafuente, 2018)	Likert

Entrepreneurial Motivation (X3)	Will and desire to succeed, there is a need that encourages entrepreneurship, hopes and aspirations for the future, appreciation in entrepreneurship, and fun activities in entrepreneurship (Marks et al., 2020)	Likert
Farming Business Management (Y)	Harvest conditions, realization of planning, member trust, the existence of group management officers, and relations with other institutions (Wilujeng et al., 2022)	Likert

Source: Authors' compilation (2022)

The data were analyzed using multiple linear regression techniques, which measure the relationship between the independent variables and the dependent variable. Data sources in other research can be obtained from findings in books, journals, electronic books, and other sources relevant to the problem (Moyer & Goral, 2021). In this study, we conducted tests to examine the influence of entrepreneurial education (X1), entrepreneurial experience (X2), and entrepreneurial motivation (X3) on farming business management (Y) in urban areas.

Hypothesis development

Entrepreneurship education on urban farming business management

Entrepreneurship education has become a vital element for adapting to economic shifts (Carlos et al., 2017). Research conducted by Othman et al. (2020) indicates that entrepreneurial education influences an individual's inclination to explore entrepreneurship. It is well-established that entrepreneurship education plays a strategic role in fostering entrepreneurship (Bikse et al., 2014). Through entrepreneurship education, individuals gain practical insights into business conditions and how to address fundamental challenges in the business world (Mani, 2019). Education, being a pivotal force in economic transformation across societies, instills values that promote individual excellence (Gautam, 2015).

Al-Rfou (2013) revealed a preference among individuals to major in business, particularly studying entrepreneurship education to enhance future prospects. Entrepreneurship education is often synonymous with business development education, equipping individuals to learn entrepreneurship beyond the confines of formal education (Lackéus, 2015). Possessing entrepreneurship education helps individuals better comprehend the significance of businesses in enhancing people's well-being. Existing literature also highlights that an economically educated environment significantly influences an individual's intention to become an entrepreneur (Jegede, 2020). The indicators for entrepreneurship education encompass (1) the aspiration to become an entrepreneur, (2) enhanced insights, and (3) heightened awareness.

Hypothesis 1 (H1): Entrepreneurship education has a positive and significant impact on the management of urban farming businesses

Entrepreneurial experience on urban farming business management

Entrepreneurship does not merely exist; rather, it evolves through experiential knowledge creation (Raposo & Paço, 2012; Yuan et al., 2019). Entrepreneurial experience represents the culmination of work in a business conducted over an extended period (Oude, 2014). In the context of managing urban farming businesses, entrepreneurial experience plays a crucial role since it imparts expertise (Middleton et al., 2014). Through experience, individuals gain a deeper understanding of entrepreneurship and become better equipped to tackle potential challenges (Morris et al., 2012).

Moreover, entrepreneurial experience enhances resource acquisition capabilities, particularly through the development of a robust entrepreneurial social network (Peng & Zhou, 2020). It contributes significantly to helping entrepreneurs gather the necessary resources to sustain and grow their businesses (Vidayana et al., 2020). Analyses conducted by Lafuente et al. (2018) and Boso et al. (2019) underscore the importance of entrepreneurial experience as a prerequisite for entrepreneurship and as a valuable source of learning from failures. The indicators of entrepreneurial experience, as outlined by Vaillant & Lafuente (2018), encompass (1) prior involvement in entrepreneurial activities, (2) experience in marketing products, (3) experience in production, and (4) financial management expertise.

Hypothesis 2 (H2): Entrepreneurial experience exerts a positive and significant influence on the management of urban farming businesses

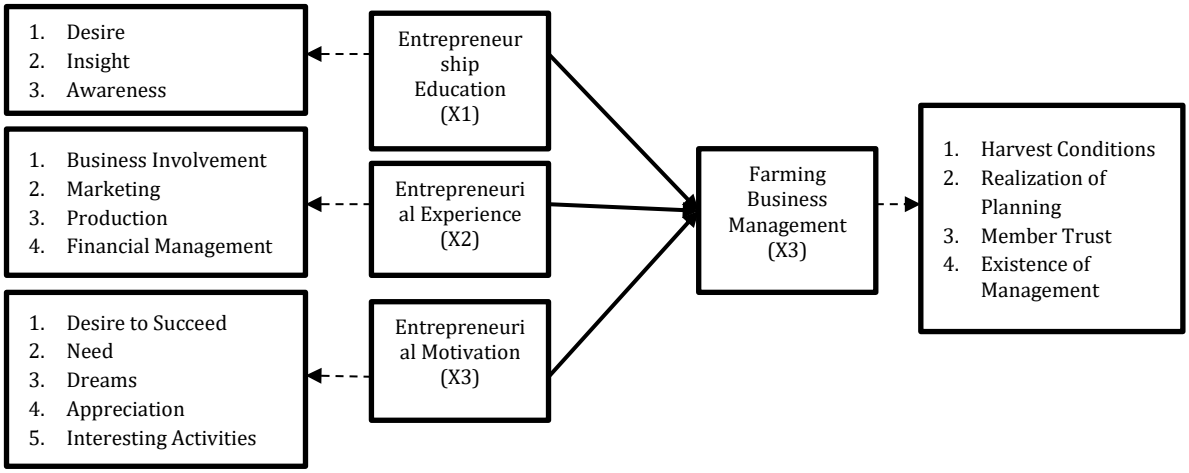
Entrepreneurial motivation on urban farming business management

Motivation is an impetus that arises either from external sources or from within oneself, aimed at personal growth and self-improvement (Agrawal & Agrawal, 2018). Individuals with high motivation tend to possess the necessary skills, information, and a clear understanding of opportunity costs in conducting economic activities (Kristiina, 2019). Entrepreneurship is predominantly driven by motivation, as it represents an internal drive to meet various needs (Gwalior, 2020). Additionally, the desire to adopt an entrepreneurial lifestyle serves as a motivation for many aspiring entrepreneurs (Yimamu, 2018). This entrepreneurial motivation often stems from a desire for achievement and self-realization (Nidhi & Kumari, 2021). Individuals are more likely to embark on entrepreneurship when they anticipate the expected rewards, as this enhances their motivation to become entrepreneurs (Segal et al., 2015).

Research by Sánchez & Sahuquillo (2012) indicates a correlation between motivation and decision-making in business management. Similarly, Researcg conducted by Wulandari & Djastuti (2017) underscores the significant influence of entrepreneurial motivation on business management. Motivation not only drives willingness to work but also promotes efficiency and cooperation (Marks et al., 2020). The indicators of entrepreneurial motivation, according to Marks et al. (2020), encompass (1) the determination and desire to succeed, (2) the presence of a motivating factor driving entrepreneurship, (3) hopes and aspirations for the future, (4) an appreciation for entrepreneurship, and (5) a genuine enjoyment of entrepreneurial activities.

Hypothesis 3 (H3): Entrepreneurial motivation has a positive and significant impact on the management of urban farming businesses

Figure 1. Research framework



Source: Authors' compilation (2022)

RESULT AND DISCUSSION

Respondents characteristics

Describing the characteristics of the respondents is crucial for explaining the scope of the selected participants. In this research, 20 respondents met the specified criteria. Therefore, the following section outlines the key characteristics of the research participants.

Table 2. Characteristics of respondents

Respondent Characteristics		Frequency	Percentage (%)
Gender	Woman	20	100
Age	42-48 Year	9	45
	49-53 Year	4	20
	54-62 Year	7	35
	Total	20	100
Duration in farming business	6 Year	8	40
	7 Year	5	25
	8 Year	3	15
	10 Year	3	15
	15 Year	1	5
	Total	20	100

Source: Processed data (2022)

As shown in the table above, all the respondents in this research are women, constituting 100% of the participant group. Examining the quality of the respondents in this study, it is evident that the majority of them fall within a specific age group. Specifically, four respondents, accounting for 20% of the total sample size, are aged 44 years. In contrast, there is only one respondent, representing 5% of the total, aged at least 42 years. Furthermore, when considering their experience in the field of agriculture, the most common duration is 6 years, which is observed in eight respondents, making up 40% of the total sample size.

Validity and reliability test

Table 3. Validity test

Variables	Item	Pearson Correlation	Sig.	Decision
Entrepreneurship Education (X1)	1	0.769	0.000	Valid
	2	0.910	0.000	
	3	0.907	0.000	
	4	0.868	0.000	
Entrepreneurial Experience (X2)	1	0.448	0.001	Valid
	2	0.737	0.000	
	3	0.851	0.000	
	4	0.444	0.002	
	5	0.459	0.002	
Entrepreneurial Motivation (X3)	1	0.920	0.000	Valid
	2	0.761	0.001	
	3	0.930	0.000	
	4	0.787	0.032	
	5	0.756	0.000	
Farming Business Management	1	0.853	0.000	Valid
	2	0.893	0.000	

(Y)	3	0.750	0.000	
	4	0.734	0.000	
	5	0.919	0.000	

Source: Processed data (2022)

Based on the data processing results presented above, it is evident that the Pearson Correlation Coefficient for each item within the questionnaire, representing variables X and Y, indicates the validity of all the questionnaire items. Additionally, it can be assumed that each item effectively represents the relationship between the two variables, X and Y.

Table 4. Reliability test

Variable	Cronbach Alpha	r-table	Decision
Entrepreneurship Education (X1)	0.883	0.60	Reliable
Entrepreneurial Experience (X2)	0.629	0.60	
Entrepreneurial Motivation (X3)	0.884	0.60	
Farming Business Management (Y)	0.889	0.60	

Source: Processed data (2022)

The data processing results presented above demonstrate the reliability of Cronbach's Alpha for each item within the questionnaire related to variables X and Y. Moreover, it can be inferred that all items consistently exhibit reliable values.

Hypothesis testing

Table 5. Multiple linear regression results (t-test)

No.	Variables	t-table	t-value	Sig. value
1	Entrepreneurship Education	2.119	2.567	0.026
2	Entrepreneurial Experience	2.119	2.748	0.014
3	Entrepreneurial Motivation	2.119	1.776	0.095

Source: Processed data (2022)

Based on the results, it is evident that variables Entrepreneurship Education and Entrepreneurial Experience have a significant impact on farming business management, with Sig. values of 0.026 and 0.014, respectively, both below the significance level of 0.05. However, Entrepreneurial Motivation does not have a significant impact on the dependent variable, as indicated by a Sig. value of 0.095, which exceeds the threshold of 0.05.

Discussion

The influence of entrepreneurship education on urban farming business management

Based on the research data processing results, it is evident that the variable "entrepreneurship education" (X1) has a positive and significant impact on farming business management (Y)

within the women farmers' group. Entrepreneurship education plays a crucial role in enhancing the effectiveness of product development and the involvement of millennial farmers in the growth of urban farming businesses (Dumasari et al., 2022). The development of products in business management is primarily influenced by entrepreneurial behavior (Saif, 2022). These findings suggest that the level of entrepreneurial education among business actors can significantly affect their knowledge and capabilities in managing farming businesses, aligning with previous research by Othman et al. (2020), which highlights the influence of entrepreneurial education on individuals' entrepreneurial aspirations.

Entrepreneurship education has shown positive growth within society, fostering business continuity, future planning, and the practical application of creativity (Bae et al., 2014). It is often defined as the cultivation of entrepreneurial knowledge, attitudes, and skills (Ahmed et al., 2017). Beyond skill development, entrepreneurship education helps individuals adapt and evolve further (Othman et al., 2020). This study is rooted in the widely accepted human capital theory, which explores the desire and ability for entrepreneurship (Unger et al., 2012).

The theoretical approach in entrepreneurship education aims to provide society with a comprehensive understanding of entrepreneurial concepts. This approach, often applied within business institutions, contributes significantly to the success of enterprises (Lackéus, 2015). Entrepreneurship education encompasses practical methods designed to equip aspiring entrepreneurs with essential knowledge and skills. It involves an experiential learning process where the community actively participates in entrepreneurial education. These methods connect entrepreneurial traits, processes, and experiences, drawing from broader entrepreneurship concepts and integrating them into general education. However, implementing entrepreneurship education may present challenges, including resource and time constraints.

The influence of entrepreneurial experience on urban farming business management

The research data processing results indicate that the variable "entrepreneurial experience" (X2) has a positive and significant impact on farming business management (Y) within the group of women farmers. Entrepreneurial experience plays a pivotal role in supporting effective farming business management in urban areas, as it fosters expertise (Middleton et al., 2014). With experience, individuals gain a deeper understanding of entrepreneurship and become better equipped to address potential challenges (Morris et al., 2012). Furthermore, entrepreneurial experience enhances the ability to acquire resources, particularly through the development of a robust entrepreneurial social network (Peng & Zhou, 2020). It also facilitates entrepreneurs in gathering the necessary resources for business operations (Vidayana et al., 2020). These results suggest that the entrepreneurial experience held by business actors at KWT Citra significantly impacts their skills in managing existing farming businesses, aligning with earlier findings by Lafuente et al. (2018), which emphasized the importance of entrepreneurial experience as a prerequisite for entrepreneurship and as a source of valuable lessons from failures.

From a perspective of new business development, the acquisition and reuse of entrepreneurial experience contribute to increasing entrepreneurial knowledge (Parker, 2013). A well-structured knowledge base becomes particularly important for business growth during various stages (Morris et al., 2012). In the early stages of a business, firms accumulate entrepreneurial knowledge through extensive learning and prior entrepreneurial experience. This process of absorbing and applying entrepreneurial experience enables enterprises to expand internationally, understand market dynamics, and seize new opportunities in dynamic environments (Wasowska, 2019; Tang et al., 2012). The benefits derived from entrepreneurial experience enhance a company's entrepreneurial performance (Hajizadeh & Zali, 2016). In the later stages of business, companies need to integrate existing resource reserves, linking entrepreneurial experience with the company's current resource structure. This integration enhances social networks, updates entrepreneurial knowledge, and improves cognitive abilities, leading to significant progress in entrepreneurship. The absorption and utilization of

entrepreneurial experience thus influence entrepreneurial performance across different stages of a company's growth (Ucbasaran et al., 2013).

The influence of entrepreneurial motivation on urban farming business management

The research data processing results indicate that the variable "entrepreneurial motivation" (X3) does not have a significant effect on farming business management (Y) within the group of women farmers. This finding aligns with Abraham Maslow's perspective on motivation, which suggests that motivation diminishes when all needs are met (Chiu, 2022). It is consistent with the research conducted by Inaray et al. (2016), which found that motivation does not significantly impact business management processes. However, it contrasts with other studies, such as the one conducted by Sánchez & Sahuquillo (2012), which demonstrated a relationship between motivation and business decision-making. Similarly, one research indicated that entrepreneurial motivation significantly affects business performance (Wulandari & Djastuti, 2017).

Entrepreneurial motivation encompasses various dimensions and cannot be fully explored in a single study. Research by Nidhi & Kumari (2021) employs the theory of push and pull factors to explain motivation. Push factors represent negative or external factors that compel individuals to start a new business, often driven by low income and weak job markets in developing countries. In contrast, pull factors attract individuals to entrepreneurship, such as the desire for independence. Entrepreneurial motivation can be categorized into push and pull factors, where push factors create the necessity for entrepreneurship, while pull factors create the desire for it. Whether an individual becomes a necessity-driven or opportunity-driven entrepreneur depends on the influence of interests and intentions, either internal or external (Bijaoui, 2012).

CONCLUSION

The research aimed to explore how the relationship between entrepreneurial education, entrepreneurial experience, and entrepreneurial motivation influences the management of urban farming businesses, with a particular focus on the Citra Women's Farming Group in Makassar City. The study revealed that the entrepreneurial education variable has a positive and significant impact on urban farming business management, as does the entrepreneurial experience variable. However, the entrepreneurial motivation variable showed no significant positive effect on urban farming business management. Future researchers are encouraged to consider additional variables beyond those explored in this study to further enrich the research landscape, taking into account any limitations encountered during this research.

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