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# The Influence of Entrepreneurship Education, Entrepreneurial Experience, and Entrepreneurial Motivation on Urban Farming Business Management

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**Abstract**

*The study aims to determine how the relationship between entrepreneurship education, entrepreneurial experience, and entrepreneurial motivation can influence the management of urban farming businesses, especially in the Citra Women Farmers Group located at BTN Citra Tello Permai, Tello Baru Village, Panakkukang District, Makassar City. The sample used in the study was 120 members of the Citra women farmers group. Data analysis used was path analysis using several software for data processing such as Microsoft Excel 2010, SPSS (Statistical Product and Service Solution) version 20.0, and Partial Least Squares (PLS) techniques using SmartPls (version 4.0). The results of the study indicate that in this study: (1) the entrepreneurship education variable has a positive and significant effect on the management of urban farming businesses, especially in the Citra Women Farmers Group; (2) the entrepreneurial experience variable has a positive and significant effect on the management of urban farming businesses, especially in the Citra Women Farmers Group; (3) the entrepreneurial motivation variable has a positive and significant influence on the management of urban farming businesses, especially in KWT Citra; (4) entrepreneurial education, entrepreneurial experience, and entrepreneurial motivation have an influence on the management of urban farming businesses in KWT Citra.*

**Keywords**: **Entrepreneurship Education, Entrepreneurial Experience, Entrepreneurial Motivation, Urban Farming.**



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## INTRODUCTION

As an agrarian country, Indonesia's economic livelihoods are dominated by the agricultural sector. Agriculture has always been associated with rural areas, but in fact, it can even penetrate industrial environments (Orsini & Kahane, 2013). Due to current advances in science and technology, agricultural activities are now possible in urban areas. Previously, agriculture was only practiced in rural areas due to the availability of vast land, unlike in urban areas where almost all land is already occupied by industrial and residential developments. However, this has not dampened the interest of urban communities in agricultural activities.

Urban agriculture is defined as the growing, processing, and distribution of food through intensive plant cultivation within cities (Tornaghi, 2014). The popularity of urban farming has increased in recent years, and environmental concerns have fueled support for urban food systems (Hendrickson, 2012). Urban farming is beneficial for the environment. It brings communities together and improves health through food with clear provenance (Orsini, 2022). Urban agriculture has reached all levels of society. Regardless of social status, everyone is participating in sustainable food programs through urban farming (Kuhns et al., 2017). Urban agriculture has contributed to economic development, poverty alleviation, recognition of the human right to food, and urban greening (Hoornweg & Munro-Faure, 2012).

The term agriculture is not only limited to plant cultivation. It also refers to the science and art of cultivating land, including establishing businesses within it (Harris & Fuller, 2017). Due to the increasing demand for food in urban areas, people have been motivated to maximize agricultural utilization methods through the establishment of businesses to meet food needs (Game & Primus, 2015). Research by (Proctor & Lucchesi, 2012) also stated that increasing dependence on food production will motivate someone to establish a farming business. This state of dependency can be overcome by agricultural business activities that can produce high-quality food, maintain food production standards, and produce environmentally friendly food production (Welsh, 2020). By empowering empty land in the middle of the city, it can help create and maintain the existence of the local area (Klöckner, 2021). The success of agricultural businesses has contributed to environmental sustainability because the community has maximized the use of resources (Davidova et al., 2013). According to (Wilujeng et al., 2022), indicators for business management are: (1) harvest conditions; (2) realization of planning; (3) member trust; (4) existence of group management officers; (5) relations with other institutions.



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Maintaining urban agricultural business programs requires specific skills. One of these is entrepreneurial skills. These skills can be acquired through education, experience, and motivation. These skills were identified as factors influencing the success of small and medium enterprises in the fashion sector in Indonesia by Anggraeni (2017). A similar finding was found in research by Janeska-Iliev & Debarliev (2015), which identified knowledge, skills, and motivation as factors influencing small business operations. However, previous research has not yet identified a comprehensive analysis of the factors influencing businesses in the agricultural sector. Therefore, this research was conducted to determine how entrepreneurial education, entrepreneurial experience, and entrepreneurial motivation influence business management in the agricultural sector.

## RESEARCH METHODS

After establishing the research hypothesis, the next step is to develop a research method, namely, writing down the conceptual structure within which the research will be conducted. Developing a research method will facilitate researchers in efficiently generating maximum information (Dubey & Kothari, 2022) and (Muldyagin, 2018). There are two types of research: qualitative and quantitative. All definitions, criticisms, assumptions, and counter-assumptions made by researchers regarding the research approach are limited to data collection methods, analysis, and summary of results, depending on the nature of the research and the data collection method (Daniel, 2016).

The research approach is quantitative, using variable analysis to obtain research results (Apuke, 2017). According to Fernandes (2014), a quantitative approach is the analysis of a problem by establishing a hypothesis and using data collection to support or refute the hypothesis. The purpose of quantitative research is to investigate a specific problem through measurable variable measurements (Salkind, 2013) and Mehrad & Zangeneh, 2019).

The determination of the research method is carried out by considering the nature of the phenomenon being investigated and its sufficiency in describing, explaining, or understanding the phenomenon. Therefore, the method used in this study is an associative research method (Jeongeun Park & Minhye, 2016). The goal is to determine whether there is an influence or relationship between existing variables. Therefore, an associative research method is used, namely a research method used to determine the influence or relationship between several variables (Giawa, 2022). The data collection techniques in this study were carried out using a non-participant observation model, questionnaires, and documentation.


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The population used in the study was 120 members of the Citra women's farmer group. Based on this population, a purposive sampling technique was used to determine the sample, taking into account various considerations (Sugiyono, 2013). The criteria that were determined were: (1) being an urban farmer; (2) having joined a farmer group for at least 1 month; (3) residing and farming in Makassar City.

This research instrument used a questionnaire administered directly to participants upon their willingness to complete the form. This instrument was chosen to observe data related to the issues that needed attention. Furthermore, the instrument provides numerical or quantitative data, so each question has a score. To obtain accurate data, a Likert scale was used as the assessment scale. The following is an explanation of the research instrument used.

Data analysis used was path analysis using several software for data processing such as Microsoft Excel 2010, SPSS (Statistical Product and Service Solution) version 20.0, and Partial Least Squares (PLS) techniques using SmartPls (version 4.0).

## RESULTS AND DISCUSSION

### *Results*

### 1. Respondent Characteristics

Respondent characteristics are an important element to include in explaining the scope of the respondents selected. Twenty respondents met the criteria for this study. Therefore, the following describes the characteristics of the respondents in this study.

**Table 1. Respondent Characteristics**

| Respondent Characteristics | | Frequency |
|---|---|---|
| Gender: | Woman | 120 |
| Age: | 42-48 Years | 59 |
| | 49-53 Years | 34 |
| | 54-62 Years | 27 |
| | Total | 120 |
| Long Farming: | 6 Years | 28 |
| | 7 Years | 25 |
| | 8 Years | 23 |
| | 10 Years | 23 |



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| | | |
|---|---|---|
| | 15 Years | 21 |
| | Total | 120 |

Source: Data Processing Results (2025)

The table above shows that the respondents for this study were predominantly female, at 100%. Furthermore, the quality of the respondents in this study was seen from their dominant age, with 4 respondents aged 44 years old, representing 20% of the 20 respondents. Meanwhile, only 1 respondent was at least 42 years old, representing 5%. Furthermore, based on their experience in the agricultural world, the most dominant was 6 years, at 8 people, representing 40% of the 20 respondents.

## 2. Hypothesis Test Results

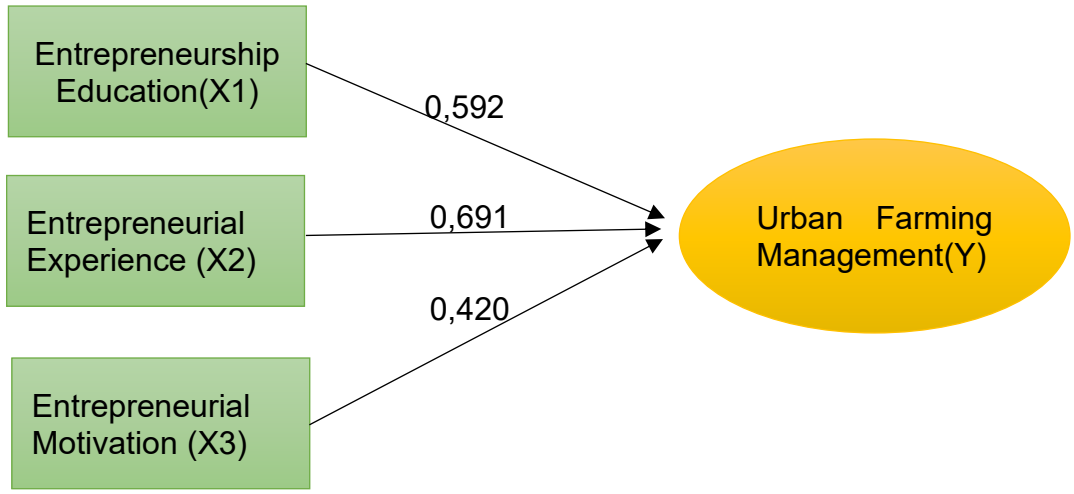



Figure 1. Hypothesis Testing
Source: Data Processing Results (2025)

**Table 2. Conclusion of Research Results**

| No. | Hypothesis | Results | Information |
|---|---|---|---|
| 1. | X1-Y | 0.592 | Influential |
| 2. | X2-Y | 0.691 | Influential |
| 3. | X3-Y | 0.420 | Influential |

*Source: Data Processing Results (2025)*


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## DISCUSSION

### 1. The Influence of Entrepreneurship Education on Urban Farming Business Management

Based on the results of the research data processing, it is known that the entrepreneurship education variable (X1) has a positive and significant effect on farming business management (Y) in the Citra women's farming group in Tello Baru sub-district, Panakkukang district, Makassar city. The influence of entrepreneurship education can help manage farming businesses in the Citra women's farming group in urban areas so that product development becomes more effective and the important role of millennial farmers in the development and growth of farming businesses (Dumasari et al., 2022). The development of a product in business management is influenced by one of the main factors, namely entrepreneurial behavior (Saif, 2022). From these results, it can be interpreted that the entrepreneurship education possessed by business actors in the Citra KWT can impact their knowledge in managing existing farming businesses. The results of this study are in line with previous research by (Othman et al., 2020) showing that entrepreneurship education has an influence on a person's desire to explore the world of entrepreneurship.

Entrepreneurship education has developed positively in society regarding business continuity (Bae, T. J., Qian, S., Miao, C., & Fiet, 2014), how to control the future, and put creativity into practice. Entrepreneurship education is often defined as the development of capabilities, such as entrepreneurial knowledge, attitudes, and skills (Ahmed, T., Chandran, V. G. R., & Klobas, 2017). Apart from developing capabilities, entrepreneurship education can help individuals to adapt further (Othman et al., 2020). This study is based on one of the most widely used theories, namely human capital theory, which is related to the desire and ability to become an entrepreneur (Unger et al., 2012).

The theoretical approach to entrepreneurship education aims to provide the public with a broad understanding of entrepreneurial issues. According to corporate institutions, this strategy is the most commonly used for business success (Lackéus, 2015). Entrepreneurship education refers to practical methods intended to equip nascent business owners with the necessary information and skills. It uses an experiential process, where the public participates in the actual entrepreneurial learning process. This method, which connects the nature, procedures, and experiences of entrepreneurship, often draws from broader concepts of entrepreneurship and can be integrated into general education. Several significant challenges have been identified when attempting to instill entrepreneurship, such as resource and time constraints.



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**2. The Influence of Entrepreneurial Experience on Urban Farming Business Management**

Based on the results of the research data processing that has been conducted, the entrepreneurial experience variable (X2) has a positive and significant effect on farming business management (Y) in the Citra women's farming group in Tello Baru sub-district, Panakkukang district, Makassar city. Entrepreneurial experience is needed to support the success of farming business management in urban areas because experience can make someone more expert (Middleton et al., 2014). With experience, someone will be able to understand more about entrepreneurship and have the opportunity to overcome problems that seem to occur (Michael H Morris et al., 2012). Entrepreneurial experience can increase the ability to acquire resources. This is proven when someone is able to develop their social network in entrepreneurship (Peng & Zhou, 2020). Entrepreneurial experience will contribute to helping entrepreneurs collect and obtain the resources needed to run a business (Vidayana et al., 2020). From these results, it can be interpreted that the entrepreneurial experience possessed by business actors in the Citra KWT can impact their expertise in managing existing farming businesses. The results of this study are in line with previous research by (Lafuente et al., 2018) which revealed that entrepreneurial experience is an important prerequisite for entrepreneurship, and makes failure a learning experience to stay oriented.

From the aspect of new venture development, the entrepreneurial knowledge aspect can be enhanced through the absorption and reuse of entrepreneurial experience (Parker, 2013). More comprehensively, the knowledge structure is very important for business growth during the stage it is going through (M.H. Morris et al., 2012). During the early stages of business, companies need to accumulate entrepreneurial knowledge through extensive learning or previous entrepreneurial experiences, and this process of absorbing and utilizing entrepreneurial experience can help businesses comprehensively expand internationalization (Wasowska, 2019), accurately understand market-related capacity and market linkages [12] and timely explore new opportunities in dynamic policies, markets, technologies and other external environments (Tang et al., 2012). The benefits gained from entrepreneurial experience will enable a company to improve its entrepreneurial performance (Hajizadeh & Zali, 2016). During the final business stage, companies also need to integrate existing resource reserves, fully connecting existing entrepreneurial experience with the company's current resource structure. In this way, a company can integrate social networks, update entrepreneurial knowledge, and enhance



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cognitive abilities, which can stimulate another leap in their entrepreneurship. It appears that the absorption and utilization of entrepreneurial experience can influence entrepreneurial performance at different business stages of the company (Ucbasaran et al., 2013).

### 3. The Influence of Entrepreneurial Motivation on Urban Farming Business Management

Based on the results of the research data processing, it was found that the entrepreneurial motivation variable (X3) had no effect and was not significant on the management of farming businesses (Y) in the Citra women's farming group in Tello Baru sub-district, Panakkukang district, Makassar city. Based on the perspective of the hypothesis about inspiration by Abraham Maslow, there are five interrelated inspirations related to life needs at various levels. People no longer have motivation for needs if all their needs are met (Chiu, 2022). The results of this study are directly proportional to research conducted by (Inaray et al., 2016) which revealed that through motivation in a business does not have a significant effect on the process of managing a business. However, from this study, many are inversely proportional to several research results that have been conducted previously. For example, research conducted by (Sánchez & Sahuquillo, 2012) said that there is an influence between motivation and decisions in building a business. Another study conducted by Wulandari in European research stated that entrepreneurial motivation has a significant influence on business performance (Wulandari & Djastuti, 2017).

Entrepreneurial motivation has broad dimensions, and it is impossible to explore all of them in a single study. Therefore, the study (Nidhi & Kumari, 2021) used the theory of push and pull factors for motivational factors. Push factors can be personal or external factors with negative connotations, but pull factors attract people's willingness to start new businesses as opportunities. Push factors that compel individuals to start their own businesses and adopt entrepreneurship, such as low income and a weak job market, are push factors in developing countries. Pull factors are motivational factors that increase an individual's desire to achieve something or make something happen, such as being independent is one such pull factor. Entrepreneurial motivation is categorized into push and pull factors. Push factors create entrepreneurial needs, and pull factors make entrepreneurs into businesses. Individuals become entrepreneurs who need or business depending on the type of influence of interest and intention, whether the intention to start a business is driven from within or driven by external forces (Bijaoui, 2012).


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**4. The Influence of Entrepreneurship Education, Entrepreneurial Experience, and Entrepreneurial Motivation on Urban Farming Business Management**

Based on the results of the research data processing, the independent variables, namely entrepreneurship education (X1), entrepreneurial experience (X2), and entrepreneurial motivation (X3), have a positive influence on the dependent variable, namely farming management (Y). In order to maintain an urban farming business program, certain skills are needed to make it happen. One of them is entrepreneurial skills. These entrepreneurial skills can be obtained from education, experience, and motivation. These were found to be factors that influence business success (Othman et al., 2016). The same thing was found in research (Janeska-Iliev & Debarliev, 2015) that factors that influence the running of small businesses include knowledge, skills, and motivation. From these results, it can be interpreted that entrepreneurship education, entrepreneurial experience, and entrepreneurial motivation as a whole have a role in farming management.

The challenges facing agriculture globally are alarming, not least given the continuously increasing demand for food. This increase is due to the combined effects of global population growth, necessitating the creation of new opportunities to address these new challenges (Proctor & Lucchesi, 2012). Therefore, the use of food crops in the residential sector, growing land and water constraints, and the combined impacts of unpredictable weather with the long-term impacts of climate change will all, in different ways, contribute to increasing uncertainty in food production and imbalances in food supply within and between regions. There is no doubt that the way food is produced, including who produces it and how national, regional, and global commodity trade systems function and are regulated, will change in the coming decades. This is being done to address the challenges of the demographic transition. This demographic transition adds to the challenges faced in terms of developing labor markets and finding decent livelihoods and jobs for today's and tomorrow's youth.

Agriculture provides household well-being, providing food security and livelihoods for millions of people. Skills in managing these food enterprises enable the maintenance of a healthy and secure food supply. These skills are derived from a person's understanding of the world of entrepreneurship (Proctor & Lucchesi, 2012). Meanwhile, individuals with entrepreneurial experience can develop knowledge in the world of entrepreneurship, thereby enhancing their entrepreneurial skills (Vaillant & Lafuente, 2018).


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## CONCLUSION

From the research results and discussion above, it can be concluded that in this study: (1) the entrepreneurship education variable has a positive and significant effect on the management of urban farming businesses, especially in KWT Citra; (2) the entrepreneurial experience variable has a positive and significant effect on the management of urban farming businesses, especially in KWT Citra; (3) the entrepreneurial motivation variable partially does not have a positive and significant effect on the management of urban farming businesses, especially in KWT Citra; (4) entrepreneurship education, entrepreneurial experience, and entrepreneurial motivation have a large role simultaneously in the management of urban farming businesses, especially in KWT Citra.

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