

The Influence of Consumption Patterns, Local Wisdom And
Market Orientation Towards Sustainable Agriculture With
Change in Behavior as an Internal Intervening Variable
Accepting the Sustainable Food Yard Program
In Bondowoso Regency

Ridwan Iskandar as Main Advisor
R. Alamsyah Sutantio as Member Advisory Lecturer

Lely Januarsini
Agribusiness Applied Master Program
Department of Agribusiness Management

The P2L program is an effort to realize sustainable agriculture, it is important to provide views to the community and have an open mind on how to develop a sustainable food garden program in Bondowoso Regency, to be made one of the best and most promising choices in advancing the economy of program recipients and local communities. The aim of this study was to analyze the effect of consumption patterns, local wisdom, and market orientation on sustainable agriculture in the P2L program through changing the behavior of program recipients. Quantitative research method with a total sample of 100 respondents using the Proportionate Random Sampling method. Structural Equation Modeling (SEM) data analysis technique using SmartPLS 3.0. The results of data analysis show that consumption patterns, local wisdom, market orientation and behavior change have a significant direct influence on sustainable agriculture in the P2L program. The influence of the consumption pattern variable with the highest factor loading value is the income level indicator (0.8071), for the local wisdom variable the highest factor loading value is the local knowledge indicator (0.8572), for the market orientation variable with the highest factor loading value is the market information indicator (0.8824) and for the behavior change variable the highest loading factor value is the knowledge indicator (0.8949). While the results of the indirect effect of consumption patterns, local wisdom, and market orientation through behavior change towards sustainable agriculture in the P2L program have an insignificant effect

Keywords: P2L Program, Behavior Change, Sustainable Agriculture, SEM-PLS