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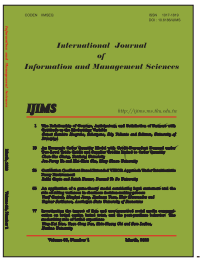

The Relationship of Courage, Anticipatory, and Satisfaction of Farmers with Gratitude as the Moderating Variable

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Keywords

Gratitude
Courage
Anticipatory
Satisfaction
Farming

Abstract.

This study aims to analyze the relationship between courage of Field Instructor Officer with Anticipatory and Satisfaction of Farmers. In addition, this study is also complemented by moderation by farmer's gratitude. The sample in this study was 155 districts in East Java, Indonesia. In each district, respondents were 1 farmer and 1 Field Instructor Officer. The analysis conducted is SEM with the help of WarpPLS 6.0 software. This study finds: (1) Courage (X1) does not have a significant effect on Anticipatory (Y1) directly, but it has a significant negative effect in the presence of Gratitude as a moderating variable; (2) Courage (X1) and Anticipatory (Y1) have a significant and positive effect on Satisfaction (Y2). The originality of this study discusses the relationship between courage, anticipatory, and satisfaction comprehensively. In addition, this study will be complemented by gratitude as variables that moderate the relationship between courage and anticipatory and the relationship between courage and satisfaction.

1. Introduction

Rice plants play an important role in Indonesia given that the majority of Indonesia's population consumes rice (rice). Therefore, the productivity of agricultural land needs to be a concern. Indonesia's total rice production in 2018 reaches more than 56 million tons (see Central Statistics Agency, 2018 [3]). This was achieved with 10,903,835 hectares of agricultural land with a productivity of up to 51.85 quintal per hectare. The province that contributes the most rice production is East Java, which is 18.64% of the national production.

To support the productivity of agricultural land, one of the most important elements is fertilizer. However, some East Java farmers complained about the high price of fertilizer. They say that the high price of fertilizer is due to scarcity. One of the steps taken

by the Indonesian government on this problem is providing subsidized fertilizer. This business is considered able to ease the burden on farmers because the price is relatively cheaper.

The party that plays an important role in the distribution of subsidized fertilizers is the Field Instructor Officer. The task of the Field Instructor Officer in general is to provide socialization to farmers regarding new knowledge in terms of farming. Thus, Field Instructor Officer is able to make farmers want to be involved in agricultural development. In the concept of subsidized fertilizer, the Field Instructor Officer has a role in promoting the allocation of subsidized fertilizer.

The amount of fertilizer needed by farmers in a year reaches 12 million tons. However, the subsidized fertilizer that the government is able to provide for the limited State Budget is less than 9 million tons. Thus, there is a large difference between the needs of farmers with the availability of fertilizer. This limited allocation of subsidized fertilizers triggers farmers' dissatisfaction with the distribution of subsidized fertilizers. This certainly needs attention, given that farmers are a major component in the agricultural sector.

To increase farmer satisfaction, one way that can be taken is good socialization from the Field Instructor Officer. In the socialization activity, the Field Instructor Officer stated how much subsidized fertilizer allocation the government could provide. To do this, Field Instructor Officers need courage. Thus, it is expected that farmers can get all the important information needed in detail and clearly. The argument that satisfaction is determined by courage is supported by research by Choo and Bowley, 2007 (see [4]); Ghosh et al., 2012 (see [8]); Harris et al., 2014 (see [9]); Huang and Su, 2016 (see [11]); and Dubinsky et al., 2001 (see [6]).

After farmers get accurate information related to the allocation of subsidized fertilizer, farmers can be anticipative. Farmers can prepare their steps to look for fertilizer outside of subsidies at a price that is not too expensive. All the preparations that are ripe and in accordance with field conditions, are expected to be able to maximize yields. Thus, farmer satisfaction can be improved. Based on the results of previous research searches, the relationship between courage and anticipatory attitude has been explained by Ghosh et al., 2011 (see [7]); Sang et al., 2009 (see [14]); and Hinck and Ahmed, 2015 (see [10]). Meanwhile, the relationship between anticipatory attitudes and satisfaction has been explained by Karipidis and Tselempis, 2014 (see [12]), also Lu and Chang, 2016 (see [13]), and Qu Song et al. (2018).

Based on the results of the literature review, the research gap is that there are not many studies involving the role of Field Instructor Officer in determining farmer satisfaction. Based on the description above, this research will discuss the relationship between courage of Field Instructor Officer, farmers anticipatory, and farmers satisfaction comprehensively. In addition, this study will be complemented by gratitude as variables that moderate the relationship between courage and satisfaction. This can be seen as the originality of this research. The results of this study are expected to be able to provide input for policy makers to increase farmer satisfaction in the midst of limited subsidized fertilizers.

2. Literature Review and Conceptual Framework

In this study four variables will be used, namely courage, anticipatory, satisfaction, and gratitude. The following are some of the previous studies that discussed the relationship between variables partially.

2.1. The effect of Courage toward Anticipatory

Ghosh et al. in 2011 (see [7]) conduct study to addressing the evaluation of various parameters of initiation programs carried out by transmission and distribution cores in India. This study proposes to explain which aspects of the training program need to be highlighted when designing initiation programs for managers and non-managers, and to determine whether there are significant variations in their reactions. It was concluded that to have representation of both levels, the same number of respondents had to be drawn from managerial and non-managerial personnel. From a population of 100 employees who have engaged in this program so far, the number of samples taken by simple random sampling has given 40. Evaluations have been brought out with the help of trainees' response as measured by a questionnaire. The statistical instruments used cover factor analysis and t-test. Factor analysis yielded six factors, particularly the accuracy of the trainer, other amenities, the program venue, the food served, the practical application, and the discussion of the trainer. Trials of those factors show a significant difference for only one factor, namely discussion of the trainer, which indicates that managers can relate better with the trainer, given their intelligent advantage.

Sang et al. in 2009 (see [14]) state that those who join the architectural business tend to be driven by the urge to do creative design, although research has exposed that many practising architects feel that they lack sufficient creative opportunities. Advocates of anticipatory socialization argue that practice before starting a job affects job satisfaction so engaged in work. Concerning architect retention, there is a need to investigate the motivations of architects to enter this profession, how this influences the socialization of their anticipation and their work-life experiences. Semi-structured interviews were conducted with 23 architects based in the UK, explaining the socialization of architectural anticipation split into issues of career choice, professional expectations, experience of working in application and job satisfaction. Respondents were selected from the main round data, in this case, the individuals appointed themselves. Those who took part in the first phase of the study (questionnaire assessing work stress) were asked if they required to meet face to face. Of the 120 architects, 54 manifested interest and 23 were examined during the summer of 2005, ten of whom were women. A total of 15 samples were registered at RIBA, another six with ARB and two prepared were Part II. The scope of the practice from one employee to 280 employees. Working hours range from 24 to 80 hours a week, with an average working week of 43 hours. Many respondents have determined to include their profession from the desire to be creative and their university study continues this passion. The reality of work-life is very different, with a lot of time spent on managerial tasks. For some people, this gap causes dissatisfaction with the profession and affects their job satisfaction.

Hinck and Ahmed in 2015 (see [10]) convoy a study aimed at investigating the impact of feelings directed at student performance in marketing simulations. Estimating

path coefficients from data collected at two-time points, the authors examined a model consisting of four constructs of personal betting, anticipatory emotions, enthusiasm and behaviour directed at the goal. The results show that positive and negative anticipatory feeling(s) mediate the relation between personal betting and will and manage students genuine motivation, behaviour, and performance despite of the simulation design and environment, also participants' cognitive personality characteristics. Suggestions for educators include the need for active anticipation of emotional development. A total of 162 questionnaires were distributed in t_1. The subject's death rate at time t_2 was 13 resulting in a total of 149 pairs of questionnaires, all of which could be used (92% answer rate). The model consists of four constructs. Personal betting defines involvement and is considered based on assessing the level of potential impact of one's performance on one's individual well-being.

Based on the description above, the first hypothesis can be drawn:

H1: Courage positively influence Anticipatory.

2.2. The effect of Courage toward Satisfaction

Choo and Bowley, 2007 (see [4]) conduct research aimed at overcoming the lack of research in this field by investigating the effect of training and development on employee job satisfaction in one of the fastest growing franchises in Australia. The study collected data from 135 front-line staff in one of Australia's largest bread retail franchises. Data was collected using a structured questionnaire, 16 items of which were intended for evaluation of training programs and organizational development and six items dedicated to job satisfaction. There are several main findings for this research. First, the effectiveness and effectiveness of training programs depends on evaluating the quality of training, course design and learning experiences. Furthermore, employee satisfaction turns out to be influenced by the work environment, company values and job responsibilities.

Ghosh et al. in 2012 (see [8]) conduct research aimed at finding predictors of training effectiveness with specific reference to trainer characteristics. The trainer characteristics obtained from the existing literature into seven independent variables to predict the effectiveness of training, measured in terms of the satisfaction of trainees with the training program. Data is collected by managing structured questionnaires for selected employees through simple random sampling. A total of 80 responses were obtained and subjected to multiple regression analysis. Of the seven independent variables, only two, namely the comfort level of the trainer with the subject matter and the relationship of the trainer with the trainees, were found to be significant predictors of trainee satisfaction. Therefore, the hypothesis that the seven independent variables are significant predictors of student satisfaction is partially proven.

Harris et al. in 2014 (see [9]) conduct a study to examine the effect of additives and the combination of instructor instructors and the orientation of the trainees' learning objectives on satisfaction and training transfer. Survey responses from a sample ($N = 243$) of undergraduate business students enrolled at major US universities were examined. The instructor orientation and orientation of each trainee's learning goals impressively predict training and transfer satisfaction above and above each other and

control learning. Furthermore, instructor orientation and student learning goal orientation together predict satisfaction and transfer, so that a positive relationship between the trainer's direction and the two outcomes is emphasized (more positive) when learning goal orientation is high (compared to low).

Huang and Su in 2016 (see [11]) conduct research aimed at examining the relationship between job training satisfaction (JTS), job satisfaction (JS) and turnover intention (IT) and moreover, the role of JS in the relationship between JTS and IT. A survey was used in this study for 115 sample sizes. Principal component analysis was carried out to test the factors in JTS and JS. Regression analysis and mediation are applied to assess the relationship between JTS, JS and IT. The negative relationship between JTS and IT was significantly discovered and mediated by JS. This paper also shows that JS is positively related to JTS but negatively related to IT, which is in accordance with what has been reported in previous studies.

Dubinsky et al. in 2001 (see [6]) state that small empirical work is available as a guide in the design and implementation of sales manager training programs. Examine the relationship between training participant satisfaction with training sales managers (measures for training effectiveness) and the format, site, instructor, learning methods, and program content. Report the results of a survey of sales managers in field sales organizations. Show that training satisfaction is associated with these five issues. Offers immediate implications for improving sales manager training programs.

Based on the description above, the second hypothesis can be drawn:

H2: Courage positively influence Satisfaction.

2.3. The effect of Anticipatory toward Satisfaction

Karipidis and Tselempis in 2014 (see [12]) in their research explore the intention of farmers to remain under the quality certification scheme, and the factors that influence this intention, analyzing farmers' intentions using field research data. The increase observed by farmers after certification is seen as a utility owned by agricultural households, which has an impact on farmers' intentions. These improvements are located as "enablers" and "results" in the EFQM Excellence Model to better explain the findings. Finding - Farmers' intentions tend to be positive, and are influenced by five improvements. This lies in both the field of enabler and yield, implying that the intention of the farmer is holistic. Furthermore, eight characteristics of agricultural and agricultural households, and four sources of information, shift farmers' intentions.

Lu and Chang in 2016 (see [13]) in his research discuss what specific technology tools, software and training for additional farmers are available and how future security experts use the internet, and what internet activities are most popular among senior farmers. The main finding of this research is that senior farmers enjoy and increase their knowledge of using the internet with great enthusiasm. farmers' learning certainly deserves further investigation.

Based on the description above, the third hypothesis can be drawn:

H3: Anticipatory positively influence Satisfaction.

Based on the description above, this study examines a model that comprehensively includes the relationship between courage, anticipatory, and satisfaction. In addition, a new variable in the form of gratitude is used which acts as a moderator in the relationship of courage towards satisfaction. The presence of farmer gratitude is expected to increase PPL's courage to farmers' satisfaction. This means that the more courageous PPL is in conveying the blessing of subsidized fertilizer, with the farming community who feels grateful, the farmers will also feel more satisfied.

Based on the description above, the third hypothesis can be drawn:

H4: Gratitude as the moderator variable on the relationship between courage and Satisfaction.

The conceptual model is presented as follows.

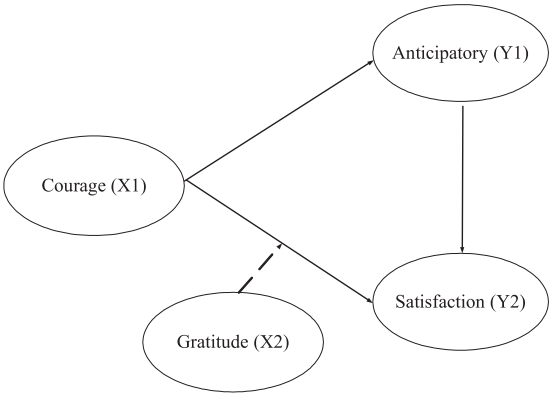

Figure 1: Conceptual Model.

3. Methodology

This research was conducted in Indonesia, more precisely in East Java. This location was chosen because East Java is a province that accounts for up to 18.64% of all Indonesian rice production. The study population was all sub-districts in East Java, of which 155 of them were used as samples. Respondents in each sub-district consisted of 1 farmer and 1 Field Instructor Officer to obtain a total of 310 respondents. The results of farmer and PPL assessments from the same sub-district form the observed value for the sub-district (the sub-district as the unit of analysis). Explanation of variables with research respondents is contained in Table 1.

Table 1: Respondent and Research Variables.

No.	Respondent	Research Variables
1	Farmer	Gratitude (X2) Anticipatory (Y1) Satisfaction (Y2)
2	Field Instructor Officer	Courage (X1)

Four variables are used in this study, namely Courage (X1), Gratitude (X2), Anticipatory (Y1), Satisfaction (Y2). Data analysis method used to test hypotheses is Structural Equation Modeling (SEM). The research hypothesis consists of a direct influence hypothesis and the hypothesis of the influence of moderation. The analysis was carried out with the help of WarpPLS 6.0 software.

4. Result and Discussion

4.1. Outer model

All indicators used in this study are reflective. Thus, the outer model of each variable can be seen from the loading factor value as presented in Table 2 below

Table 2: Outer Model.

Variable	Indicator	Loading Factor	p-value
Courage (X1)	Moral Agency (X1.1)	0.812	< 0.001
	Multiple Values (X1.2)	0.829	< 0.001
	Endurance of Threats (X1.3)	0.814	< 0.001
	Going Beyond Compliance (X1.4)	0.669	< 0.001
	Moral Goals (X1.5)	0.652	< 0.001
Gratitude (X2)	Sense of Appreciation (X2.1)	0.733	< 0.001
	Positive Feelings (X2.2)	0.758	< 0.001
	Expression of Gratitude (X2.3)	0.730	< 0.001
Anticipatory (Y1)	Self-understanding and environment since childhood (Y1.1)	0.816	< 0.001
	Someone's assessment is based on group perception (Y1.2)	0.789	< 0.001
	Job or organization entry (Y1.3)	0.849	< 0.001
Satisfaction (Y2)	Product Quality (Y2.1)	0.756	< 0.001
	Product Price (Y2.2)	0.640	< 0.001
	Quality of Service (Y2.3)	0.679	< 0.001
	Emotional Factor (Y2.4)	0.755	< 0.001
	Ease of Getting Operational Materials (Y2.5)	0.721	< 0.001

The Courage (X1) variable can be measured significantly on five indicators. The strongest indicator that measures Courage (Y1) is Multiple Values (X1.2). This is indicated by the biggest loading factor it has, which is 0.829. On the contrary, the weakest indicator is Moral Goals (X1.5), which is a loading factor of 0.652.

The variable Gratitude (X2) can be measured significantly over three indicators. The strongest indicator that measures Gratitude (X2) is Positive Feelings (X2.2). This is indicated by the biggest loading factor it has, which is 0.758. Conversely, the weakest indicator is Expression of Gratitude (X2.3), which is a loading factor of 0.730.

The Anticipatory Variable (Y1) can be measured significantly on three indicators. The strongest indicator that measures Anticipatory (Y1) is Job or organization entry

(Y1.3). This is indicated by the biggest loading factor it has, which is 0.849. Conversely, the weakest indicator is Someone's assessment is based on group perception (Y1.2), namely with a loading factor of 0.789.

Variable Satisfaction (Y2) can be measured significantly on five indicators. The strongest indicator that measures Satisfaction (Y2) is Product Quality (Y2.1). This is indicated by the biggest loading factor it has, which is 0.756. Conversely, the weakest indicator is Product Price (Y2.2), which is a loading factor of 0.640.

4.2. Inner model

This research model consists of direct effects and moderation effects. The results of testing all relationships between variables are presented in Table 3 below.

Table 3: Hypothesis Testing.

Variables			**Coefficient**	**p-value**
Independent	→	**Dependent**		
Direct Effect				
Courage (X1)	→	Anticipatory (Y1)	0.126	0.055
Courage (X1)	→	Satisfaction (Y2)	0.257	< 0.001
Anticipatory (Y1)	→	Satisfaction (Y2)	0.277	< 0.001
Moderated by: Gratitudes				
Courage (X1)	→	Satisfaction (Y2)	0.017	0.414

With a significance level of 5%, Table 3 shows that Courage (X1) and Anticipatory (Y1) significantly affect Satisfaction (Y2) with a path coefficient marked positive. This can be interpreted that to improve Satisfaction (Y2) from farmers, it is necessary to increase the attitude of Anticipatory (Y1) from the farmers themselves and increase the Courage (X1) of Field Instructor Officer. On the other hand, the results of the analysis in Table 3 show that the Courage (X1) of Field Instructor Officer does not significantly influence the Anticipatory (Y1) of farmers with a path coefficient of 0.126. Table 3 also shows the results of the test for the influence of moderation by the Gratitudes (X2). It is known that the presence of Farmer's Gratitude (X2) do not significantly strengthen the effect of the Courage (X1) of Field Instructor Officer towards Farmer's Satisfaction (Y2). Thus, the Farmers Gratitude only acts as a homologiser moderation (potential).

Based on the magnitude of the path coefficient, the effect of Farmers Anticipatory (Y1) on Farmer's Satisfaction (Y2) is greater than that of the Courage (X1) of Field Instructor Officer. It means that farmers' satisfaction really depends on how much anticipatory the farmers have done due to limited subsidized fertilizers. Thus, to achieve satisfied farmer, it is important to increase Farmers Anticipatory (Y1). This can be done by reviewing the outer model results. The strongest indicator that reflects Farmers Anticipatory (Y1) is Job or organization entry (Y1.3). This indicator is related to the

awareness of farmers on the difficulty of entering into other jobs. In addition, this indicator also relates to the awareness of farmers that in planting there are certain difficulties that must be overcome.

On the other hand, the determinant of Farmers Anticipatory (Y1) is the Courage (X1) of Field Instructor Officer. Although the results of the hypothesis test show that the Courage (X1) of Field Instructor Officer has no significant impact on Farmers Anticipatory (Y1), the path coefficient is known to have a positive sign. The positive but insignificant path coefficient indicates that there is a tendency that improvements in Courage (X1) of Field Instructor Officer will also increase Farmers Anticipatory (Y1). The outer model results show that the most important indicator to reflect Courage (X1) of Field Instructor Officer is Multiple Values (X1.2). This indicator relates to making ethical decisions based on guiding principles, considering work values and personal values, and considering one's role as workers.

The effect of Courage (X1) of Field Instructor Officer on Farmer's Satisfaction (Y2) is significant and positive, although the effect is not greater than that of Farmers Anticipatory (Y1) on Farmer's Satisfaction (Y2). The moderating variable in the form of Farmers Gratitude (X2), with a positive but insignificant path coefficient, indicates a tendency to strengthen the influence of Courage (X1) of Field Instructor Officer on Farmer's Satisfaction (Y2). This means that if the PPL is brave in conveying the limited allocation of subsidized fertilizers to the farming community, along with the farming community who is always grateful for the assistance it receives, the farming community will also achieve better satisfaction.

4.3. Goodness of fit

The goodness of fit of the research model can be reviewed in several ways. This section present quality indices and R-squared values.

Table 4: Quality Indices.

Test	Criteria	Results	Conclusion
Average block VIF	Acceptable if AVIF≤ 5 Ideally AVIF $\leq 3,3$	AVIF = 1,489	Ideal
Average full collinearity VIF	Acceptable if AFVIF ≤ 5 Ideally AFVIF$\leq 3,3$	AFVIF = 1,495	Ideal
Sympson's paradox rasio	Acceptable if SPR $\geq 0,7$ Ideally SPR = 1	SPR = 1,000	Ideal
R-squared contribution rasio	Acceptable if RSCR$\geq 0,9$ Ideally RSCR = 1	RSCR = 1,000	Ideal

In Table 4, the Average block VIF (AVIF) value of the research model reaches 1,489 which falls into the ideal criteria. The average full collinearity VIF (AFVIF) value also reaches 1.495 so it can be said to be in the ideal criteria. Furthermore, the value of Sympson's paradox ratio (SPR) and R-squared contribution ratio (RSCR) also shows an ideal value, namely 1. Thus, the overall quality index of this model is good.

Table 5: Model Goodness of Fit.

Variable	R-squared	Total R-squared
Anticipatory (Y1)	0.186	0.354
Satisfaction (Y2)	0.207	

In Table 5, the R-squared value for the Anticipatory variable (Y1) is 0.186 or 18.6%. The variable identified as the Anticipatory (Y1) explanatory is Courage (X1). Thus, it can be concluded that the Courage (X1) of Field Instructor Officer is able to explain up to 18.6% of the variation in the value of the farmer's Anticipatory (Y1). In addition, the R-squared value for the Satisfaction (Y2) variable is 0.207 (20.7%) with Courage (X1), Gratitude (X2), and Anticipatory (Y1) explanatory variables. This means that Courage (X1) of Field Instructor Officer and Anticipatory (Y1) of farmer are able to explain variations in farmers Satisfaction (Y2) values up to 20.7%. Overall, this model can explain the determinant factor of the Farmers Satisfaction up to 35.4%.

5. Conclusion

Based on the description of the previous explanation, the following conclusions can be drawn.

1) Courage (X1) does not have a significant effect on Anticipatory (Y1) directly, but it has a significant negative effect in the presence of Gratitude as a moderating variable.
2) Courage (X1) and Anticipatory (Y1) have a significant and positive effect on Satisfaction (Y2).

6. Recommendation

Based on the description of the previous explanation, the following recommendations can be drawn.

1) The Agricultural Department as the leader of Field Instructor Officer must encourage them to be more courageous in conveying the limited allocation of subsidized fertilizers to farmers. Field Instructor Officer can be more courageous in conveying the allocation of subsidized fertilizer by paying attention to multiples values.
2) The government must also encourage and direct farmers to be anticipatory, especially in dealing with the limited subsidized fertilizers due to the limited State Revenue and Expenditure Budget.
3) In further research, an exploration of variables related to the determinants of anticipatory attitude and farmer satisfaction can be carried out

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