

## Effects of Gratitude and Anticipation on Satisfaction: A Case Study in Indonesia

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### Abstract

This research aims to discuss the relationship between the courage, anticipation, and satisfaction comprehensively. This study will be complemented by gratitude as a variable that moderates the relationship between courage and anticipation, as well as the relationship between the courage and satisfaction. The large area as survey location is the reason for sampling conducted in 2 stages: (1) taking 15 districts through judgement sampling, (2) allocated sub-districts sample through proportional random sampling. The sample used in this study were 155 sub-districts in East Java. Respondents in each sub-district consisted of 1 farmer and 1 field extension officer to get a total of 310 respondents. The analysis method used to test the hypothesis was Structural Equation Modeling (SEM). The findings of this research are: (1) The courage of field extension officers' have a positive but non-significant direct effect on farmers' anticipation, however, the effect significantly strengthen with religiosity as moderation; (2) The courage of field extension officers' and farmers' anticipation have a significant and positive effect on satisfaction. This study will be complemented by gratitude as a variable that moderates the relationship between the courage and anticipation, as well as the relationship between courage and satisfaction.

**Keywords:** Gratitude, Courage, Anticipative, Satisfaction, Farmer, Field Extension Officer

**JEL Classification Code:** A20, C12, C30, C83, N50

### 1. Introduction

The rice plant plays a vital role in Indonesia since it is the staple of Indonesia. Therefore, the productivity of agricultural land needs to be a concern. In 2018, Indonesia's total rice production reached more than 56 million tons (Central Statistical Agency, 2018). This was achieved with 10,903,835 hectares of agricultural land, with a productivity of up to 51.85 quintals per hectare. The province that

contributed the most to rice production was East Java, accounted for up to 18.64% of the national output.

To support the productivity of agricultural land, one of the essential elements is fertilizer. However, some farmers in East Java complained about its high price. They said that the high price of fertilizer was caused by scarcity. One of the steps taken by the Indonesian government is providing subsidized fertilizer. This effort is considered to have the strength to ease the burden on farmers because the price of subsidized fertilizer is relatively lower.

The party that plays an essential role in the distribution of subsidized fertilizers is the field extension officers. In general, the task of the field extension officer is to provide socialization to farmers about new knowledge or policies on agriculture. Thus, field extension officers play a role in making farmers feel that they want to be involved in agricultural development. In the concept of subsidized fertilizer, field extension officers have a role in presenting the allocation of subsidized fertilizer.

The amount of fertilizer needed by farmers in a year reaches up to 12 million tons. However, the subsidized fertilizer that the government can provide for the state budget is limited to

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no more than 9 million tons. Thus, there is a big difference between farmers' needs and the availability of fertilizer. This limited allocation of subsidized fertilizer triggers farmers' dissatisfaction with the distribution of subsidized fertilizer. This matter certainly needs attention, given that farmers are the main component in the agricultural sector.

One of the ways that can be taken is proper socialization from the field extension officers to improve farmers' satisfaction. In the socialization activities, the field extension officers stated how many realizations of subsidized fertilizer the government could provide. To do this, field extension officers need the courage to enable farmers to get all the essential information in detail and clearly. The argument that satisfaction is determined by the courage is supported by several previous studies, namely Choo and Bowley (2007) and Ghosh et al. (2012), Harris et al. (2014), Huang and Su (2016), and Dubinsky et al. (2001).

After getting accurate information related to the realization of subsidized fertilizer, farmers can be anticipative. Farmers can manage the use of subsidized fertilizer to the maximum or even prepare ways to look for non-subsidized fertilizer at a reasonable price. All preparations are done carefully and adjust to the field conditions are expected to get maximum results. Thus, the farmers' satisfaction can be improved. Based on the results of previous research, the relationship between the courage and Anticipation attitude has been explained by Ghosh et al. (2011), Sang et al. (2009), and Hinck & Ahmed (2015). Meanwhile, the relationship between Anticipation attitude and satisfaction has been explained by Karipidis & Tselempis (2014), Lu & Chang (2016), and Qiu et al. (2016).

Based on the description above, this research will discuss the relationship between the courage, anticipation, and satisfaction comprehensively. In addition, this study will be complemented by gratitude as a variable that moderates the relationship between the courage and anticipation, as well as the relationship between the courage and satisfaction. These things can be seen as the originality of this study. This study is expected to develop the concepts/theories of Marketing Management and Consumer Behavior, specifically consumer satisfaction by adding the Gratitude variable as a moderating variable. In addition, the results of this study can be used to develop policies on subsidized fertilizer, associated to the connection between fertilizer producers and the Regional Government, as well as with PPL, so that farmers receiving subsidized fertilizer are satisfied.

## 2. Literature Review

There are four variables which has been used to conduct this study, namely the courage of field extension officers, farmers' anticipation, farmers' satisfaction, and farmers' gratitude. In this research, the courage of the field extension

officers is about making decisions and renewal in service and socialization. They are expected to not only act based on regulations, but also adjusts to the empirical circumstances. According to Khelil et al. (2016), courage can be reflected through five indicators: Moral Agency, Multiple Values, Endurance of Threats, Going Beyond Compliance, and Moral Goals. Besides the field extension officers, farmers' behaviour is essential to this research, one of them is farmers' gratitude. Farmers' gratitude is a form of behaviour from positive emotions related to their farming activities. Based on Listiyandini et al. (2015), gratitude is reflected through Sense of Appreciation, Positive Feelings, and Expression of Gratitude.

This research also examines farmers' anticipation, which is shown by the capacity of farmers as the main actors in managing agricultural resources to reach their farming goals. Farmers with excellent capacities would be able to achieve their goal through the right efforts. Indicator of the Anticipation attitudes are Self-understanding and environment since childhood, Someone's assessment is based on group perception, and Job or organization entry (Dean & Wanous, 1986; Sang et al. 2009). In addition, this research also examines farmer satisfaction as the final goal. Farmer satisfaction basically is a response from farmers from a comprehensive evaluation of various aspects and attributes, from the buying process to the use of fertilizer. According to Kotler (2000), satisfaction is reflected by Product Quality, Product Price, Quality of Service, Emotional Factor, and Ease of Getting Operational Materials.

These following subsections provides several previous studies that discuss the relationship between variables partially.

### 2.1. The Effect of Courage on Anticipation Attitudes

Ghosh et al. (2011) conducted research aimed at addressing the evaluation of different parameters of induction programs carried out by transmission and distribution centers in India. The purpose of this study was to show which aspects of the training program need to be emphasized when designing induction programs for managers and non-managers and ascertain whether there are significant differences in their reactions. The same number of respondents had to be drawn from managerial and non-managerial candidates to have a representation of both levels. From a population of 100 employees who have participated in this program, 40 samples were taken using a sampling method. Evaluations have been carried out with the help of trainees' reactions as measured by questionnaires. The statistical tools used are factor analysis to produce factors that influence participant's satisfaction and t-test to test the hypothesis. It says that

there will be significant differences between managerial and non-managerial levels in their satisfaction with various aspects of the program. Factor analysis produced six factors, namely the trainer's clarity, other facilities, the program venue, the food served, the practical application, and the communication of the trainer. The trials of these factors show a significant difference in coach communication, which implies that managers can relate better with coaches, given their intellectual superiority.

Sang et al. (2009) stated that those who enter the architectural profession tend to be motivated by the desire to do creative design, although research has revealed that many architects feel that they lack adequate creative opportunities. Supporters of Anticipation socialization argue that experience before entering a job affects job satisfaction. Concerning architect retention, there is a need to explore the architects' motivation to enter this profession, how this affects the socialization of their anticipation and their work-life experiences. This paper aims to explore this issue. Semi-structured interviews were conducted with 23 architects based in the UK. The socialization translation of architectural anticipation is divided into issues of career choice, professional expectations, working experience, and job satisfaction. Those who took part in the first phase of the study (questionnaire assessing work stress) were asked if they wanted to meet face to face. Of the 120 architects, 54 expressed interest, and 23 were interviewed 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 processed were part II. It was deferred between 25 years to 60 years plus. The majority (18) identified themselves as white, five were self-employed, and all, but one, worked full time. The size of the practice from one employee becomes 280 employees. The working hours range from 24 to 80 hours a week, with an average working week of 43 hours. As many as 14 people do not have dependents, and 14 people are married or in a relationship. Many respondents have chosen to include their profession from the desire to be creative, and their university education continues this desire. The reality of the work-life is very different, with much time spent on administrative tasks. For some people, this gap causes disappointment with the profession and affects their job satisfaction.

Hinck and Ahmed (2015) conducted a study to analyze the influence of feelings directed at student performance in marketing simulations. After calculating path coefficients from data at two time points, the authors tested a model consisting of four constructs of personal betting, Anticipation emotions, willingness, and behavior directed at the goal. The results showed that positive and negative Anticipation emotions mediate the relationship between personal betting and willingness and determine students' actual motivation,

behavior, and performance regardless of the simulation design, simulation environment, and participants' cognitive personality characteristics. Implications for educators include the need for active anticipation of emotional development. A total of 162 questionnaires were distributed in t1. The subject's death rate at the time of t2 was 13, resulting in a total of 149 pairs of questionnaires, all of which could be used (92 percent response rate). The model consists of four constructs: personal betting, Anticipation emotions, willingness, and goal-directed behavior. Personal betting determines involvement and is felt based on evaluating the level of the potential impact of one's performance on someone else's well-being. Based on these findings, hypothesis 1 can be formulated as follows.

*H1: Courage of field extension officers has a significant effect on farmer's Anticipation.*

## 2.2. The Effect of Courage on Satisfaction

Choo and Bowley (2007) conducted research to overcome research deficiencies in this field by investigating the effect of training and development on employee job satisfaction in one of the fastest-growing franchises in Australia. This study's data was collected 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. This research has several main findings. First, training programs' effectiveness depends on the evaluation of training, course design, and learning experiences quality. Furthermore, employee satisfaction turns out to be influenced by the work environment, company values, and job responsibilities.

Ghosh et al. (2012) conducted a study to find predictors of training effectiveness with specific reference to trainer characteristics. The trainer characteristics obtained from the existing literature are divided 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 between the trainer and the trainees, were significant predictors of trainee satisfaction. Therefore, the hypothesis stating that the seven independent variables are significant predictors of student satisfaction is partially proven.

Harris et al. (2014) conducted a study to examine the effect of additives and the combination of instructors and the

orientation of the trainees' learning objectives on training satisfaction and transfer. Survey responses from a sample ( $N = 243$ ) of undergraduate business students who were enrolled at major US universities. The instructor orientation and the orientation of each trainee's learning objectives impressively predict training and transfer satisfaction above each other and learning control. Furthermore, instructor orientation and student's learning goal orientation jointly predict satisfaction and transfer. Therefore, 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 & Su (2016) conducted research aimed at examining the relationship between job training satisfaction (JTS), job satisfaction (JS), and turnover intention (TI) and, moreover, the role of JS in the relationship between JTS and IT. A survey was used for a sample size of 115. A principal component analysis is carried out to test the factors in JTS and JS. Regression analysis and mediation are applied to assess the relationship between JTS, JS and TI. The negative relationship between JTS and TI was significantly discovered and mediated by JS. This paper also shows that JS is positively related to JTS but negatively related to TI, which is in accordance with what has been reported in previous studies.

Dubinsky et al. (2001) stated that small empirical work is available to guide the design and implementation of sales manager training programs. Examine the relationship between training participant satisfaction and 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 the sales organizations field. Show that training satisfaction is associated with these five issues. Offer immediate implications for improving sales manager training programs. Based on these findings, hypothesis 2 can be formulated as follows.

**H2:** *Courage of field extension officers has a significant effect on farmer's satisfaction.*

### 2.3. The Effect of Anticipation on Satisfaction

Karipidis and Tselempis (2014) explored the intention of farmers to remain under the quality certification scheme, and the factors that influence this intention and analyze farmers' plans using field research data. The increase observed by farmers after certification was seen as a utility owned by agricultural households, which affected farmers' intentions. These improvements are located as "enablers" and "results" in the EFQM Excellence Model to explain the findings better. 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 farmer's intention is holistic. Furthermore, eight characteristics of agricultural and agricultural households as well as four sources of information shift the farmers' intentions.

Lu and Chang (2016) discussed about specific technology tools, software, and training for additional farmers, 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.

Qiu et al. (2016) examined the impact of the amount of compensation as well as how compensation was paid for the satisfaction of farmers with compensation received for the agricultural land acquisition in China. The ordinal probit model was selected to apply by estimating the impact of compensation payments, compensation mode, household characteristics, and other control variables on farmer satisfaction. Farmers' satisfaction on compensation depends not only on the absence of compensation but also on the gap between compensation and the market value of the acquired land. Moreover, the amount of compensation has a positive influence on farmers' satisfaction when social security compensation is maximized. Still, it has no significant influence on worker satisfaction when using other data. Based on these findings, hypothesis 3 can be formulated as follows.

**H3:** *Farmer's anticipation has a significant effect on farmer's Satisfaction.*

Based on the description of previous research, a research model can be formed, which involves the courage of field extension officers, farmers' Anticipation, and farmers' satisfaction. This model is complemented by the gratitude of farmers as moderating as these following hypotheses.

**H4:** *Gratitude significantly strengthens the effect of courage of field extension officers towards farmer's anticipation.*

**H5:** *Gratitude significantly strengthens the effect of courage of field extension officers towards farmer's satisfaction.*

Referring to the formulated hypotheses, the conceptual framework is as follows:



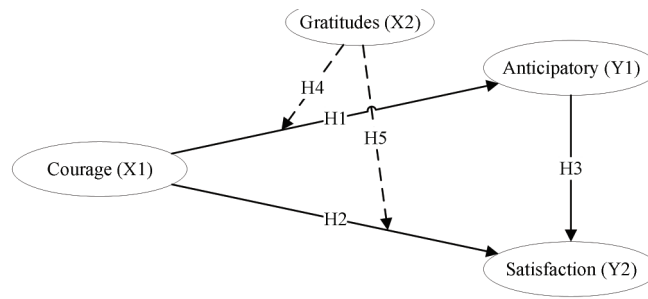


Figure 1: Conceptual Model

Table 1: Respondent and Research Variables

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

### 3. Research Methods and Materials

This research was conducted in East Java because it is a province that accounts for up to 18.64% of all Indonesian rice production. The sample unit and unit of analysis in this study was the sub-district, considered that both Field Extension Officer and Farmer are available in each sub-district. Thus, the population was all sub-districts in East Java (606 sub-districts in 29 district). The large area as survey location is the reason for sampling conducted in 2 stages: (1) taking 15 districts through judgement sampling, (2) allocated sub-districts sample through proportional random sampling.

The sample size was drawn by Slovin formula, getting 138 sub-districts as minimum number of samples. In anticipation that the filled questionnaires are incomplete and/or damaged, the sample size rounded into 155 sub-districts. Subsequently, 155 sub-districts were drawn proportionally from the selected districts. Districts that are identified to have many subdistricts also get a larger proportion of the sample. Respondents in each district consisted of 1 farmer and 1 field extension officer to get a total of 310 respondents. The explanation of variables with research respondents was in Table 1.

Four variables used in this study were: courage (X1), gratitude (X2), Anticipation (Y1), and satisfaction (Y2). The data analysis method used to test the hypothesis was Structural Equation Modeling (SEM). This method is used because this research examines latent variables, that is variable which are reflected through some indicators. The hypothesis consisted of the hypothesis of direct influence and the hypothesis of

the influence of moderation. This analysis was carried out with the help of WarpPLS 6.0 software, since this software is powerful and easy to use to analyze moderation effect.

### 4. Results and Discussion

#### 4.1. Descriptive

Descriptive analysis results on the characteristics of respondents indicated that farmers in East Java were dominated by older generations (aged 41 years and over). In other words, the youth in East Java were less interested in becoming farmers. It took effort and cooperation from various parties so that in the future, youth in Indonesia were more interested in becoming farmers. Similar to farmers, the results of the descriptive analysis also showed that field extension officers were dominated by older generations (aged 41 years and over). Regeneration of field extension officers is needed to maximize motivation and performance. This must be a concern of the government so that the national food supply can be supported by domestic production. In addition to descriptive analysis to determine the respondents' characteristics, this study also conducted a descriptive analysis to explain the empirical conditions of the research variables as follows.

Descriptive analysis results on research variables showed that the average score of respondents' assessments of all indicators and research variables has been more than 3.5 but still has not reached 4. It revealed that respondents' ratings were still in the category of "medium" and not high

enough. The indicators with the most top assessment scores for each variable were Going Beyond Compliance (X1.4), Positive Feelings (X2.2), Job or organization entry (Y1.3), and Product Price (Y2.2).

#### 4.2. Outer Model

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

The variable of courage (X1) could be measured significantly on five indicators. The most reliable indicator that measures courage (Y1) was multiple values (X1.2). This was indicated by the most significant loading factor by 0.829. Conversely, the weakest indicator was moral goals (X1.5) with a loading factor of 0.652.

The variable of gratitude (X2) could be measured significantly on three indicators. The most reliable indicator that measures gratitude (X2) was positive feelings (X2.2). This was indicated by the most significant loading factor by 0.758. Conversely, the weakest indicator was the expression of gratitude (X2.3) with a loading factor of 0.730.

Anticipation (Y1) could be measured significantly on three indicators. The most reliable indicator that measures Anticipation (Y1) was Job or organization entry (Y1.3). This was indicated by the most significant loading factor

by 0.849. Conversely, the weakest indicator was someone's assessment based on group perception (Y1.2) with a loading factor of 0.789.

The satisfaction (Y2) variable could be measured significantly on five indicators. The most reliable indicator that measured satisfaction (Y2) was product quality (Y2.1). This is indicated by the most significant loading factor by 0.756. Conversely, the weakest indicator was Product Price (Y2.2), with a loading factor of 0.640.

#### 4.3. Inner Model

This research model consisted of direct effects and moderation effects. The results of testing all the relationships between variables were presented in Table 3 and Table 4 below.

With a significance level of 5%, Table 3 shows that the courage (X1) and anticipation (Y1) significantly affect satisfaction (Y2) with a definite path coefficient. This could be interpreted that to increase the farmers' satisfaction (Y2), it is necessary to increase the Anticipation attitude (Y1) of the farmers and increase the courage (X1) of field extension officers. On the other hand, the results of the analysis in Table 3 show that the courage (X1) of field extension officers do not significantly affect the anticipation (Y1) of farmers with a path coefficient of 0.126.

**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
Anticipation (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

**Table 3:** Hypothesis Testing on Direct Effect

Variables			Coeff.	p-value
Independent	→	Dependent		
Courage (X1)	→	Anticipation (Y1)	0.126	0.055
Courage (X1)	→	Satisfaction (Y2)	0.257	< 0.001
Anticipation (Y1)	→	Satisfaction (Y2)	0.277	< 0.001

**Table 4:** Hypothesis Testing with Gratitude as Moderation Variable

Variables			Coeff.	p-value
Independent	→	Dependent		
Courage (X1)	→	Anticipation (Y1)	0.355	<0.001
Courage (X1)	→	Satisfaction (Y2)	0.017	0.414

Table 4 shows the influence of moderation by the gratitude (X2) on two relationships between variables. The courage (X1) of the field extension officers could significantly influence farmer Anticipation (Y1) with the encouragement of grateful (X2). It was known that the presence of gratitude (X2) significantly increased the effect of the courage (X1) of field extension officers on farmers' Anticipation (Y1). Besides, it was known that gratitude (X2) did not significantly affect the relationship between the courage (X1) of field extension officers and farmers' satisfaction (Y2).

The courage (X1) of field extension officers significantly affect farmers' satisfaction (Y2). Besides, the courage (X1) of field extension officers can also influence farmers' Anticipation (Y1) although not significantly; however, the effect can be more substantial with the presence of gratitude (X2) as moderation. Therefore, the courage (X1) of field extension officers can be seen as a significant variable. Field Extension Officers must have high courage to socialize subsidized fertilizer allocations to enable farmers to anticipate better and feel more satisfied. The way to increase the courage of field extension officers (X1) is through increasing indicators that reflect them, namely moral bodies (X1.1), multiple values (X1.2), threat endurance (X1.3), going beyond compliance (X1. 4), moral targets (X1.5).

A prioritize indicator in increasing the courage of field extension officers (X1) is multiple values (X1.2), given that these indicators have a powerful influence in reflecting the Courage of Field Extension Officers (X1). The current empirical conditions indicate that the multiple values (X1.2) score is 3,776. The score is already high enough, but it still needs to be maximized again. The government can try to maximize double value (X1.2) by encouraging field extension officers to apply applicable rules, consider the value of work with personal value, and consider decisions well.

Farmers' gratitude (X2) acts as moderation. The results of hypothesis testing show that gratitude (X2) is only significant in moderating the effect of field extension officers' courage (X1) on farmers' Anticipation (Y1). The direct effect of the courage of field extension officers (X1) on farmers' Anticipation measures (Y1) is known to be insignificant, so Gratitude (X2) is needed. The most critical indicator in reflecting Gratitude (X2) is positive feelings (X2.2). Respondents' evaluation show that positive feelings (X2.2) have a high enough score of 3,802. Improving the scores of these indicators can be done by encouraging farmers to feel satisfied and happy about their crops.

Farmers' satisfaction (Y2) is not only significantly and positively influenced by the courage (X1), but also by farmer's anticipation (Y1). The better the attitude of farmers' anticipation of the limitations of subsidized fertilizer, the higher the farmers' satisfaction level. Farmers' anticipation (Y1) is reflected only by three indicators, where the most reliable indicator is job or organization entry (Y1.3). In empirical conditions, the indicator has an average score of 3,815, which is already quite high. Farmers' anticipation improvement (Y1) can be made by encouraging farmers to better appreciate their work and work in earnest.

Farmers' satisfaction (Y2) is the output to be achieved by this research. As explained earlier, farmers' satisfaction (Y2) can be increased through the courage of field extension officers (Y1) and farmers' anticipation (Y1), both directly and with moderation by gratitude (X2). The most reliable indicator that reflects farmers' satisfaction (Y2) is product quality (Y2.1). Respondents' assessment of the indicators reached 3,819, categorized as quite reasonable. Overall, the farmers' satisfaction score is 3,800. Accordingly, it can be concluded that the farmers' satisfaction is quite good.

#### 4.4. R-Squared

R-squared values for each dependent variable is presented in Table 5 below.

The R-squared value for the anticipation variable (Y1) was 0.186 or 18.6%. The variable identified as an explanation of anticipation (Y1) is the courage (X1). Thus, it can be concluded that the courage (X1) of field extension officers could explain 18.6% of the variation in Anticipation farmer values (Y1). Besides, the R-squared value for the satisfaction (Y2) was 0.207 (20.7%) with the courage (X1) and anticipation (Y1) variables. This means that the courage (X1) of the field extension officers and the farmers' Anticipation (Y1) could explain the variation in the farmer's satisfaction value (Y2) to 20.7%. Overall, this model was able to explain 35.4% of the variation in the relationship between the courage (X1), gratitude (X2), Anticipation (Y1), and satisfaction (Y2).

#### 5. Conclusion

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

The courage of field extension officers (X1) positively effect on farmer Anticipation (Y1). However, this effect is not significant since  $p\text{-value} > 0.05$ . Further examination shows that the existence of farmer gratitude (X2) significantly strengthens the effect of the courage of field extension officers (X1) towards farmer Anticipation (Y1). Thus, farmer gratitude has an important role in determining farmer Anticipation.

Both the courage of field extension officer (X1) and farmer Anticipation (Y1) have a significant and positive effect on farmer satisfaction (Y2). Thus, the more the field extension officer deliver information bravely, the farmer will be more satisfied. In addition, farmer satisfaction is also determined by their own Anticipation behaviour. The better capacity of farmers in managing agricultural resources to reach will result in higher satisfaction.

The government must encourage field extension officers to be more courageous in socializing the realization of subsidized fertilizer. The things that can be done are to improve the perception of field extension officers related to moral agency (X1.1), multiple values (X1.2), endurance of threats (X1.3), going beyond compliance (X1. 4), and moral target

**Table 5:** Model Goodness of Fit

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

Source: Research Data (2020)

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