

ABSTRACT

Tanjung Anom village has a big vision in accordance with the regional development plan of Deli Serdang Regency as a food barn to support the realization of community food self-sufficiency, recently experiencing changes in land use so that it has the potential to be difficult to realize a food self-sufficient village due to the reduced area of plantation land. The purpose of this study is to identify the factors behind the community selling agricultural land and to find out the interest between the factors behind the community selling land. The method used in this research is multiple linear regression method. Subjective norm, perceived behavior control and attitude towards the behavior partially or simultaneously have a positive and significant influence on intention in Tanjung Anom Village, Pancur Batu District. The value of the determinant coefficient (R Square) is 0.674. That is, Intention can be explained by subjective norms, perceived behavior control and attitude towards the behavior by 67%, while another 33% is explained by other factors. The factors behind the community selling agricultural land are subjective norms through the influence of the village head, family, and friends (neighbors). Perceived behavior control through the difficulty of the process of selling land. Attitude towards the behavior through profit and loss seen from the price.

Keywords : *Attitude Towards The Behavior, Intention, Perceived Behavior Control and Subjective Norm*