

Subjective Norms and Japanese Policy: Driving Student Mobility Amid #KaburAjaDulu

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Abstrak– The #KaburAjaDulu trend among Indonesian youth has attracted responses from the Japanese government through various initiatives promoting Japanese culture and living opportunities. This research focuses on to examine how The Japanese government policy shaping International Relations students in Universitas Muhammadiyah Kalimantan Timur (UMKT) migration intention heading Japan. This quantitative study was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) based on the Theory of Planned Behavior, using attitude, subjective norm and perceived behavioral control as predictors of migration intention. Questionnaires measured by 5-point Likert scale were used to collect the data among the students. The findings suggest that all the three variables have a significant effect on migration intention and subjective norm is the most important one. The findings can be helpful for policymakers and educational institutions for designing more specific strategies regarding education, cross-cultural communication and migration policy.

Kata Kunci: Japanese Migration Policy, Migration Intention, Theory of Planned Behavior, #KaburAjaDulu

1. INTRODUCTION

Over the past few years, the enthusiasm of the Indonesian people, especially the younger generation, has shown an intention to continue their education or work abroad. This trend not only reflects the desire of individuals to achieve a better quality of life, but also a form of response to the growing social, political, and economic uncertainty in the country. One of the social indicators of this phenomenon is the emergence of the hashtag #kaburajadulu since 2023, which represents public unrest over national political dynamics, especially after the polemics over Gibran Rakabuming Raka's candidacy as vice presiden [1]. This phenomenon continues to strengthen until 2025, along with issues such as LPG scarcity, state budget cuts, and the construction of a sea fence that has caused polemics. #kaburajadulu has developed into a community-based platform that provides information about scholarships, job vacancies, and migration procedures, and has become a symbol of the shifting future orientation of Indonesia's young generation.

One of the destination countries in this context is Japan. the Japanese government through ambassador Masaki Yasushi stated that his country opened 820 thousand job vacancies for foreign workers until 2029 [2]. Recent data shows an increase in the number of Indonesian students in Japan from 4,709 people in 2022 to 5.397 people in 2024 [3]. In parallel, the number of Indonesian migrant workers (PMI) also increased about twice as large in the same period, from 5,832 to 12,720 people [4]. These conditions show that Japan is increasingly perceived as a promising destination country both in terms of education and career. However, there are still few studies that specifically examine how Japan's migration policy affects the migration intention of individuals, especially among university students.

University students represent a critical transitional group in which migration intentions are actively formed but have not yet been translated into concrete migration behavior. Compared to high school students or fresh graduates, university students are more directly exposed to international education and labor migration pathways, making their intentions more responsive to policy signals and suitable for analysis using the Theory of Planned Behavior. Most previous migration studies tend to highlight structural and economic aspects, while the psychological dimensions and social influences on the decision to migrate have not been widely discussed in depth. To answer this need, this study uses the theory of planned behavior (TPB) introduced by Ajzen [5] and complements its analysis with the migration theory of Lee [6]. TPB outlines that an individual's willingness to act is influenced by three main elements, namely attitudes toward the action, subjective norms, and perceptions of control over behavior. while migration theory explains that the decision to migrate is influenced by a combination of push factors from the country of origin and pull factors from the country of destination. In this context, Japan's policy of opening wide access to foreign students and workers can be classified as an important pull factor that influences students' migration motivation.

A number of previous studies have shown that the TPB approach is relevant in analyzing students' migration intention. Hatta and Riduan [7] found that attitudes and subjective norms have a meaningful impact on students' desire to pursue an international career. Christine and Sokang [8] suggested that social support

contributes positively to students' readiness to migrate, although there are still challenges in adapting culturally. Aziz, Kirana and Felicia [9] identified that external factors such as cultural promotion, alumni experiences, and information on social media also strengthen migration intentions. Meanwhile, Muthiarawaty and Setiana [10] stated that technical barriers such as language acquisition and administrative bureaucracy are often an obstacle despite high interest in Japan. Some researchers only focus on structural and social variables without directly examining the influence of destination country policies. There are still few studies that empirically discuss the influence of Japanese migration policies on student migration intentions. In addition, not many studies have considered new social dynamics such as #kaburajadulu as a factor shaping migration intentions among the younger generation.

Therefore, this study aimed to evaluate the influence of Japan's migration policy on UMKT international relations students' intention to migrate to Japan, by integrating the framework of TPB and migration theory. This research contributes to the literature by expanding the application of TPB in the context of cross-border education and work migration. The practical contribution of this research lies in the strategic recommendations for educational institutions and policy makers, in devising strategies for promotion, educational diplomacy, and facilitation of student migration in a sustainable manner. To fill this knowledge gap, this study examines the interplay between Japan's migration policy and students' psychological factors, and how these interactions shape migration intentions. The main contribution of this research is the integrated approach between migration theory and tpb in understanding social phenomena such as #kaburajadulu, as well as introducing the idea that foreign policy can be a trigger for changes in young people's aspirations in shaping global mobility.

2. RESEARCH METHOD

2.1 Method

This research used a quantitative research approach where researchers make an objective investigation of the relationship between variables through numerical data analysis and statistical procedures. The quantitative approach was deemed suitable for this research to measure the effect of Japanese migration policy to the migration intention of students of International Relations Study Program of Universitas Muhammadiyah Kalimantan Timur (UMKT) in relation to the #KaburAjaDulu social phenomena [11].

Data were obtained from research instrument consisting of questionnaires administered online through Google form and offline in printed format. The research instrument consisted of a five point Likert scale type of research instrument (strongly disagree to strongly agree). All of the research instrument items were adapted to the TPB (Ajzen, 1985) consisting of four major of TPB i.e. Attitude, Subjective norm, Perceived Behavior Control and Migration intention. The instrument items were created to the indicators of each variable that adapted from previous validated studies.

The population of this study is active students of International Relations Study Program, UMKT. After filtering and validating the data, there were 197 valid data used in this study with 43.1% male respondents and 56.9% female respondents. To analyze the relationships between variables in this study, Partial Least Square Structural Equation Modeling (PLS-SEM) was used since this method is used to predict the model and develop theory with latent variables. The data was analyzed to find out the effect of Attitude, Subjective Norm and Perceived Behavior Control to students' intention to migrate to Japan.

2.2 Data Analysis

In this study, information is gathered based on previous literature reviews, and then a quantitative approach is utilized to investigate the correlations between various constructs. Quantitative research methods are utilized in order to observe and quantify the data that has been acquired. Statistical Package for the Social Sciences (SPSS) version 22.0 for data cleaning and SmartPLS4 will be utilized to analyze the data. This study carried out Measurement Model Analysis and Structure Model Analysis.

The measurement model examine 4 steps: outer loadings (CFA), Composite Reliability (Cronbach's Alpha, Composite Reliability, Confidence interval), Validity (AVE), and Discriminant Validity (HTMT ratio and the Fornell-Larcker criterion) (Henseler, Ringle, & Sarstedt, 2015). The structural model examines Variance Inflation Factor (VIF), the path coefficient (β), the significance of estimates (t-statistics), p-values, effect size (f^2), prediction coefficient of determination (R^2) and predictive relevance (Stone-Geisser Q^2) to fulfil the satisfaction of inner model evaluation [12].

Tabel 1. Operation Definition

Variable	Definition	Indicator Name	Indicator
Attitude (AT)	As a judgment about advantages or disadvantages that reflects a positive or negative evaluation of the action (Anggraini & Patricia, 2019). This attitude includes their perceptions of benefits (such as high salaries, quality of life, and international experience) as well as risks such as language barriers, culture, or cost of living (Ajzen, 1991).	AT 1	Students believe that moving to Japan can provide higher income (Anggraini & Patricia, 2019).
		AT 2	Students think that living in Japan will improve their quality of life (Anggraini & Patricia, 2019).
		AT 3	Students perceive that international experience will be beneficial for their future career (Anggraini & Patricia, 2019).
		AT 4	Students do not feel worried about the obstacles they might face (Anggraini & Patricia, 2019).
		AT 5	Students consider that cultural differences are not a difficult challenge to face (Anggraini & Patricia, 2019).
Subjective Norm (SN)	The opinions of people around us have a big influence on how much someone wants to travel abroad. This shows that the social environment plays a crucial role in fostering this desire (Kim & Noh, 2004). Subjective norms refer to the influence by individuals in the surrounding environment, such as family members, peers, and teachers, especially figures we respect (Ajzen, 1991).	SN 1	Students feel their families support their decision to move to Japan (Kim & Noh, 2004).
		SN2	Students felt supported from friends to study in Japan (Kim & Noh, 2004).
		SN3	Students get support from lecturers or teaching staff regarding their plans to move to Japan (Kim & Noh, 2004).
		SN4	Students are motivated by enthusiasm and encouragement from the community or social groups they belong to (Kim & Noh, 2004).
		SN5	Students are inspired by idol figures or public figures who have succeeded in Japan and want to follow in their footsteps (Kim & Noh, 2004).
Perceived Behavioral Control (PBC)	Beliefs in their ability to control and realize their intentions that are influenced by internal factors (such as language ability and self-readiness) and external factors (such as information, finance, and access to policies (Hagger et al., 2022). Perceived Behavioral Control is measured from students' perspective on the extent to which they feel able to develop a career in a big city, taking into account aspects such as cost of living, job opportunities, and social support (Jin et al., 2022).	PBC1	Students feel they have sufficient foreign language skills to live and work in Japan (Hagger et al., 2022).
		PBC2	Students believe they can adjust to the social and cultural environment in Japan (Jin et al., 2022).
		PBC3	Students feel they have access to sufficient information to plan a move to Japan (Hagger et al., 2022).
		PBC4	Students believe they can obtain sufficient financial support to live and study in Japan (Jin et al., 2022).
		PBC5	Students believe that Japanese policies and regulations support opportunities to study or work there (Hagger et al., 2022).
Intention (INT)	Willingness or determination reflected in concrete plans,	INT1	Students have a strong determination to move to Japan (Rusti & Masnita, 2024).

readiness, and initial actions such as seeking information, preparing documents, or following study and work programs (Rusti & Masnita, 2024) . The motivation that drives individuals indicates the extent to which they feel able to control an action and acts as the main factor that determines whether someone will take the action, depending on perceptions of self-control and motivational drives from within themselves (Kidwell, B., & Jewell, 2010).	INT2	Students have personal plans to move to Japan in the near future (Kidwell, B., & Jewell, 2010).
	INT3	Students have sought information related to study or work opportunities in Japan (Rusti & Masnita, 2024).
	INT 4	Students have taken initial steps to realize their plan to move, such as attending seminars or consultations (Kidwell, B., & Jewell, 2010).
	INT 5	Students begin to prepare documents needed to move to Japan (Rusti & Masnita, 2024).

3. RESULT AND DISCUSSION

The selection of respondents in this study was carried out using a criteria-based approach, with a focus on active students of the International Relations Study Program of Universitas Muhammadiyah Kalimantan Timur (HI UMKT) who were studying in even semesters, namely semesters 2, 4, 6, 8, 10, 12, and 14. This strategy was applied to ensure representation of students from various semester levels, thus, the findings of this study are able to present a more comprehensive illustration of students' intention to migrate abroad, especially in the context of the #KaburAjaDulu social phenomenon which is the main focus of this.

Tabel 2. Data Cleaning

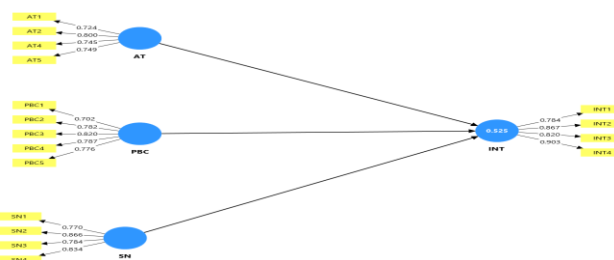
Stages of Data Cleaning	Number of respondents	Description
Initial Respondents	250	Total data collected
Deleted due to incomplete data	3	Did not include name
Deleted because it did not meet the criteria	3	Not an active HI student
Deleted due to outliers	47	Does not meet the validity requirements
Final respondents used	197	Data is valid and suitable for analysis

Source: processed by the author

Based on Table 2, the data cleaning process is carried out to ensure the validity and feasibility of the data being analyzed. From a total of 250 respondent data collected, 3 data were deleted because they did not include names, 3 other respondents were deleted because they did not meet the criteria as active International Relations students, and 47 data were identified as outliers or did not meet the validity requirements. After the cleaning stage was carried out, the final number of respondents used in the analysis was 197 students, which were considered valid and suitable for further analysis.

3.1 Partial Least Square- Structural Equation Modeling (PLS-SEM) Analysis

a. Outer Loading



Source: processed by the author

Based on the results visualized in Figure 1, there are three indicators removed from the model because the outer loading value does not meet the convergent validity criteria. Indicators SN5 (from the Subjective Norm construct), AT3 (from the Attitude construct), and INT5 (from the Intention construct) were removed because their loading values were below the specified limit value and did not make an adequate contribution to the measured construct. With the removal of these indicators, all applied indicators show an outer loading value that exceeds the minimum limit of 0.70. This condition indicates that each indicator shows adequate strength in representing its latent construct. In accordance with the convergent validity criteria put forward by Hair, Risher, Sarstedt and Ringle [12].

3.2 Discriminant Validity

Discriminant validity is one of the important aspects in evaluating the extent to which a construct is truly different from other constructs, both statistically and conceptually. In the context of Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, testing discriminant validity is very important because it allows researchers to assess the extent to which a construct can be clearly distinguished from other constructs in the model. According to Hair, Risher, Sarstedt and Ringle [12] failure to meet discriminant validity can lead to errors in the interpretation of the relationship between variables, because constructs that should be different actually show high similarity. Therefore, a reliable evaluation method is required. Discriminant validity is also analyzed using the cross loadings approach.

According to Hair, Ringle and Sarstedt [13] discriminant validity through cross loading is considered fulfilled if the loading of the indicator on the original construct is the highest compared to its loading on other constructs in the model. This means that each indicator should have a higher loading value compared to its loading value on other constructs.

Table 3. Cross Loadings

	AT	INT	PBC	SN
AT1	0.724	0.299	0.259	0.299
AT2	0.800	0.380	0.346	0.350
AT4	0.745	0.446	0.521	0.506
AT5	0.749	0.383	0.471	0.425
INT1	0.450	0.784	0.448	0.548
INT2	0.438	0.867	0.561	0.543
INT3	0.324	0.820	0.478	0.502
INT4	0.490	0.903	0.627	0.645
PBC1	0.426	0.393	0.702	0.393
PBC2	0.508	0.566	0.782	0.542
PBC3	0.363	0.444	0.820	0.477
PBC4	0.341	0.483	0.787	0.509
PBC5	0.456	0.526	0.776	0.534
SN1	0.395	0.541	0.510	0.770
SN2	0.490	0.565	0.518	0.866
SN3	0.367	0.479	0.552	0.784
SN4	0.481	0.577	0.516	0.834

3.3 Reliability Test

To ensure the consistency and accuracy of the constructs used in the measurement model, this study evaluates internal reliability and convergent validity. This test is carried out by considering Cronbach's Alpha, Composite Reliability (rho_C). Cronbach's Alpha is used to measure the extent to which indicators in one construct show consistency to evaluate the same concept. Hair, Risher, Sarstedt and Ringle [12] states that an Alpha value exceeding 0.70 indicates a good level of reliability, although in an exploratory context, a range of values between 0.60 to 0.70 is still considered acceptable. Composite Reliability (rho_C) is utilized to measure the extent to which indicators reflect the construct consistently, taking into account the individual contribution of each indicator. An adequate rho_C value exceeds the value of 0.70 which indicates that the construct meets the criteria for good internal reliability, and its measurement is more accurate in the Partial Least Squares (PLS) approach than Cronbach's Alpha [12].

Table 4. Composite Reliability

Variables	Cronbach's alpha	Composite reliability (rho_c)
AT	0.751	0.841
SN	0.866	0.909
PBC	0.833	0.882
INT	0.830	0.887

Structural evaluation test (inner model)

In structural model analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, the process of testing the R^2 (R-Square) value is an important step in assessing the extent of the predictive quality of the model built. The R^2 value or coefficient of determination is used to show how large a proportion of the variance in the dependent variable can be explained by the independent variables in the model framework. Based on Hair, Risher, Sarstedt and Ringle [12] the R^2 value of 0.75 is classified as substantial (strong), a value of 0.50 as moderate (medium), and a value of 0.25 as weak (weak). The higher the R^2 value, the greater the contribution of the independent construct in explaining the dependent construct.

Table 5. R-square

	R^2 adjusted
INT	0.518

Based on the results in the table, the adjusted R^2 value of 0.518 indicates that the model has a capacity that is in the moderate category, in accordance with the criteria from Hair, Risher, Sarstedt and Ringle [12] which indicates that the amount of R^2 value between 0.50 to 0.75 reflects the sufficient explanatory ability of the independent construct on the dependent construct.

In the analysis of structural models analyzed with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, one important aspect that is the focus is the evaluation of the significance of the relationship between constructs, which is represented using path coefficients. To assess the significance, bootstrapping technique is used, which is a resampling method that produces statistical estimates, such as t-statistic, p-value, confidence interval, sample mean, and standard deviation.

The t-statistic value plays a role in determining whether the effect between constructs is statistically significant. According to Hair Jr, Hair Jr, Hult, Ringle and Sarstedt [14] on a one tailed test, the effect is considered significant if $t \geq 1.65$. If the t value obtained is below this threshold, then the effect between constructs is not statistically significant. In addition, the p-value is used to strengthen the interpretation of significance. The smaller the p-value obtained, the stronger the evidence that the relationship between constructs does not occur by chance. In general, the relationship is considered significant if the p value is ≤ 0.05 and highly significant if $p \leq 0.01$ and insignificant if $p > 0.05$ at the 95% confidence level. Another aspect that is also evaluated is the confidence interval (CI), especially the bias-corrected CI. This interval gives an idea of the stability of the estimated effect between constructs. If the confidence interval does not include the value of zero (0), then the relationship between constructs can be considered significant. Conversely, if the interval passes zero, the effect cannot be said to be stable or statistically convincing [14].

Furthermore, the sample mean and standard deviation are also generated through the bootstrapping process. The sample mean value describes the average coefficient estimate from the resampling results, while the standard deviation shows how far the spread of the values from the average is. A sample mean close to the original estimated value and a low standard deviation indicate that the parameter estimates in the model are relatively stable and reliable. Thus, in order for the relationship between constructs to be declared significant in the PLS-SEM model, it is necessary to meet several criteria, namely the t-statistic value of at least 1.65 p-value maximum 0.05 confidence interval does not cross zero, as well as the sample mean and standard deviation values that show the consistency and accuracy of the estimate. The combination of all these parameters provides a strong basis for concluding the significance and reliability of the influence between latent constructs contained in the research model Hair et al (2021) and Falk and Miller (1992).

Table 6 Results of Structural Model Analysis

Hypothesis	Path Coefficient	β	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Confidence intervals bias corrected		Conclusion
							LB	UB	
							2.5%	97.5%	
H1	AT -> INT	0.126	0.127	0.062	2.040	0.041	0.004	0.249	Accepted
H2	SN -> INT	0.404	0.402	0.077	5.246	0.000	0.255	0.560	Accepted
H3	PBC -> INT	0.303	0.311	0.084	3.598	0.000	0.124	0.456	Accepted

Based on the results in the table, all relationships between variables show a t-statistic value that exceeds 1.65 p-value below 0.05 and a confidence interval that does not contain zero values. This indicates that the three hypotheses proposed can be accepted because they meet the criteria for statistical significance as described by Hair Jr, Hair Jr, Hult, Ringle and Sarstedt [14]. Thus, attitudes towards behavior, subjective norms, and perceived behavioral control are proven to have a significant effect on students' intention to move abroad. In structural model analysis, the path coefficient describes the strength and direction of the relationship between latent constructs.

4. CONCLUSION

The research found that the openness of migration and educational opportunities in Japan can influence the migration intentions of International Relations students of Universitas Muhammadiyah Kalimantan Timur (UMKT). The present study combines the Theory of Planned Behavior (TPB) and migration theory to show that migration intention is shaped not only by individual considerations, but also by social environments and perceived international opportunities. The phenomenon of #KaburAjaDulu represents the migration intention of Indonesian youth as part of the wider aspiration for global mobility, career development and access to a better opportunity abroad.

The findings contribute theoretically to the development of TPB, especially in the context of international student mobility in developing countries. The finding that Subjective Norm most strongly affects migration intention indicates the importance of social support and approval from the surrounding environment in students' decision-making process. This finding is opposite to previous studies which often consider Attitude as the most influential factor. This study also extends the use of TPB in explaining voluntary migration intentions based on global aspirations in collectivist societies such as Indonesia.

The research has practical implications for educational institutions and policy makers in designing strategies to stimulate international mobility among students. As Subjective Norms are the most influential determinant, universities are encouraged to enhance community-based approaches by engaging alumni, families, and peer networks to promote international education and employment opportunities. In addition, the findings can be a reference for the Japanese government in designing educational diplomacy and soft power strategies that target not only individuals, but also wider social environments in Indonesia.

Despite these contributions, this study has some limitations. The respondents were active students only of one study program of one university, which limits the generalization of the results. Moreover, self-report questionnaires may induce subjective perception bias on respondents. Therefore, future studies are recommended to adopt mixed methods approaches and involve participants from various universities and disciplines in order to obtain a more comprehensive understanding of the #KaburAjaDulu phenomenon and migration aspirations among Indonesian youth.

APPENDIX

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