

## **ABSTRACT**

*This study aims to analyze student behavior in running a digital business through the Theory of Planned Behaviour (TPB) approach. This theory explains that individual behavior is influenced by three main components, namely attitudes towards behavior, subjective norms, and perceived behavioral control. In this context, the research focuses on how these three factors shape students' intentions and actual behavior in digital entrepreneurship.*

*This research uses a qualitative method with a case study approach. Research informants were selected by purposive sampling, consisting of students who are actively running digital businesses on various platforms. Data collection techniques were conducted through in-depth interviews, participatory observation, and documentation of digital business activities run by students. Data were analyzed using thematic analysis techniques, with reference to the TPB framework as an interpretative reference.*

*The results show that positive attitudes towards digital entrepreneurship encourage students to try and develop their businesses. Subjective norms, especially support from peers and family, play an important role in strengthening their motivation. Meanwhile, perceived behavioral control is strongly influenced by factors such as technological capabilities, access to capital, and available time. These three factors synergistically form strong intentions which are then realized in the real action of doing digital business. This research confirms that TPB is relevant to understand the dynamics and challenges faced by students in the world of digital entrepreneurship.*

*Keywords: Digital business, entrepreneurship, student behavior, theory of planned behavior. planned behaviour*