

ABSTRACT

One of the ways to overcome unemployment is to be an entrepreneur. Online business has started to grow, and this becomes a new method of doing business, especially with mobile devices. Kaskus as no.1 Indonesia's local sites in has an important role in creating entrepreneurs with it's unique features of mobile commerce such as Ubiquity, Convenience, Accessibility, and Personalization.

This study aims to determine students' perceptions of Kaskus' unique features of mobile commerce and online entrepreneurial intention and also to determine the effect of Kaskus' unique features of the mobile commerce towards online entrepreneurial intention. The collection of samples was done by distributing questionnaires with purposive sampling to 400 Bandung's college students. This study used a descriptive analysis and multiple regression analysis. The results showed that the respondents' perceptions of Kaskus' unique features of mobile commerce and online entrepreneurial intention are in the high category, Kaskus' unique features of mobile commerce have a significant effect on the online entrepreneurial intention by 63.8% and Personalization as a variable that has the highest correlation with online entrepreneurial intention.

KEYWORD: *Unique Features Mobile Commerce, Kaskus, Online Entrepreneurial Intention, Student.*