

ABSTRACT

The potential for the creative economy to develop in Indonesia is great. There are 4 communication sub-sectors that have become new economic strengths, namely films, music, visual design, and games. One of the most popular mobile games today is Garena Free Fire which is a survival shooter game. Garena Free Fire, which has a variety of weapons and costumes that attract users to play the Free Fire game. However, there are only a few weapon skins and costumes that are provided for free, if players want to add strength with the latest weapon skins or customizable costume styles, players are required to buy the product riil. But in fact, FreeFire is on ranks 2nd in the amount of overall revenue and PUBG has occupy the first rank. In this way, this study aims to see the relationship between Design Innovation, Perceived Value and Purchase Intention as a variable that can influence users to have purchase intentions in the FreeFire virtual skim game product. This research is a modification because it uses an existing theory but with a different object, namely the Free Fire Game. The method used for this research is quantitative with descriptive and causal research types. Data analysis used Simple Linear Regression Analysis with the help of SPSS 21.0 software. Based on the calculation, it can be concluded that the analysis of the first hypothesis has a positive effect of Innovation Design on Value Perception of 43.8%. In the second hypothesis there is a significant effect of perceived value on purchase intention (purchase intention) of 45.4%. These variables can be said to be an important variable in the development of virtual products (weapon skins and costumes) because they have a direct effect on the Purchase Intention of Free Fire users.

Keywords: *Design Innovation, Perceived Value, Purchase Intention, Garena Free Fire*