

## ***ABSTRACT***

*Genshin Impact was one of the most searched games worldwide on Google in 2021. In its first year, it became the No. 3 revenue-generating mobile game globally. The purpose of this study is to determine the effect of perceived value on purchase intention of virtual goods on Genshin Impact players in Indonesia.*

*The research method used is descriptive analysis research, using a quantitative approach. The total number of respondents obtained was 124 eligible respondents. The study used a non-probability sampling technique with a purposive sampling method. The tests carried out are classical assumption tests, simple linear regression analysis, and statistical tests.*

*From the analysis of perceived value (X), the average percentage is 80.20%, and the overall average percentage of purchase intention variables (Y) is 81.83%, which is in the good category. From the t test results, it can be seen that Perceived Value (X) has an influence on Purchase Interest (Y) Virtual Goods. It is known from the results of the coefficient of determination analysis that the Adjusted R Square value of 0.438 is obtained, it can be concluded that the amount of influence of the Perceived Value Variable (X) on Purchase Interest (Y) is 43.8%. While the remaining 56.2% is explained by variables outside of the variables in this study.*

***Keywords: Perceived Value, Purchase Intention, Virtual Goods, Genshin Impact.***