

## ABSTRACT

*This research is motivated by the rapid growth of the game industry, where this growth effect the international game market, including Indonesia. In Indonesia, the population of gamers is quite big, where there's 43,7 million Indonesian gamers, which ranks 16th in the international game market. Also from the console perspective, Playstation4 had the highest sale record and Playstation4 digital game was one of the Sony biggest income. With those data, a question sparked, what if the digital game sales effected by the limited time sales that often used in today's promotion method, called flash sale. This research will focusing how the consumers measures the perceived product value, which is price value, function value, social value, and emotional value when they are making a purchase decision when buy digital games in a limited time sales situation that periodicaly held by PlaystationStore.*

*The population of this study are PlaystationStore consumers who have made digital game purchases in a PlaystationStore limited time sale situation. The number of respondents were 152 users and selected using simple random sampling. The obtained data was processed by using the SPSS 25 program afterward.*

*The result of this study show that consumers did measures every value of digital games value (price value, functional value, social value, emotional value) in their purchase decision, even when they were in a situation with a limited time to make a decision. This show that price value, functional value, social value, emotional value did affect customer purchase decision when buying digital games at PlaystationStore flash sale situation. This study also show that emotional value is the variabel that affect customer decision the most.*

*Keywords : customer perceived value, purchase decision, flash sale, digital game*