



**PENGARUH *PERCEIVED PRICE* DAN *PERCEIVED QUALITY*
TERHADAP *PURCHASE INTENTION* VIDEO GAME
DIGITAL AAA MELALUI *PERCEIVED VALUE* DI
INDONESIA
TESIS**

FERDY PRATAMA

117.22.2031

**PROGRAM STUDI MAGISTER MANAJEMEN
PROGRAM PASCASARJANA
UNIVERSITAS TARUMANAGARA
JAKARTA**

2024