

## ABSTRACT

*Mobile games serve as entertainment, Love Nikki Dress Up Queen is a game dominated by women. The purpose of this study was to determine the effect of hedonic motivation on purchase intention to purchase Love Nikki virtual goods. The research was analyzed using simple linear regression analysis. This research method is descriptive with a quantitative approach. The object under study is the player Love Nikki Indonesia. Data collection was obtained from distributing questionnaires to 100 respondents.*

*Based on the results of the descriptive analysis, the hedonic motivation variable is in the good category with a percentage of 79% and the buying interest variable is in the good category with a percentage of 75%. The results of the verification test have been carried out showing a significant (real) positive effect of the hedonic motivation variable on purchase intention. This is obtained from the statistical results of the regression test with a t-count value for the hedonic motivation variable of 10.389 where t-count is greater than t-table ( $10.389 > 1.985$ ). In addition, it is known that the significance value is 0.000 where the significance value is less than 0.05 ( $0.000 < 0.05$ ), which indicates that  $H_0$  is rejected and  $H_a$  is accepted, meaning that hedonic motivation has a positive and significant effect on purchase intention.*

*Based on user responses, the Novelty and Preferential Interest dimensions received the lowest ratings. Therefore, it is suggested to Love Nikki to provide new innovations or develop existing features so that users get an interesting experience.*

***Keywords: Hedonic Motivation, Purchase Intention, Love Nikki***