



**EFFECT OF FREE GIFT WITH PURCHASE ON ONLINE
PURCHASE SATISFACTION**

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ABSTRACT

This research is determining effect of free gift with purchase on online purchase satisfaction. The aim of this research is to examine relationship between perceived usefulness, perceived quality, perceived ingenuity, and perceived cost on purchase satisfaction. Also to examine the relationship happiness as mediator. Research framework adapted from Zhu et al (2015). This research had been survey carried out from online questionnaire through Google Form and involved 151 respondents. Therefore, IBM SPSS Statistic Version 25 will be used to analyze the data. By using the Multiple Regression Analysis the only one independent variable which perceived cost is significant relationship with purchase satisfaction. For the mediation results revealed that happiness mediates the relationship between all independent variables which is perceived usefulness, perceived quality, perceived cost and perceived ingenuity.