


The Effect Of Discount Prices And Brand Image On Purchasing Decisions At Sports Station Banda Aceh

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Article Info	ABSTRACT
<p>Keywords: Discounr Prices Brand Image Purchasing Decision</p>	<p>The problem in this research is, competition in the sports equipment industry is very strong. Like foreign brand companies and domestic companies, there is very strong competition. The problem that often influences consumer buying interest is the price factor. The research methodology used was quantitative and descriptive statistics. The research location was carried out at the Banda Aceh Sport Station. The variables in this research were discount prices as X1, brand image as X2 and the dependent variable was consumer purchasing decisions. Finding out if brand perception and discounted pricing have an impact on purchase decisions is the goal of this study. Thirteen responders made up the sample for this study. A questionnaire is used in this study's data collection procedure. Multiple Linear Regression Analysis is used in data analysis, and SPSS is used in data processing. With $0.04 < 0.05$ that brand image as variable $> F$ Table (3.28) concurrently, the research results indicate that variable obtained T Count (3.135) $> T$ Table (2.03) indicating that variable X2 has a significant effect on variable Y. that discount prices, brand image have a positive and significant effect on purchasing decisions.</p>
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INTRODUCTION

The growing demand for fitness and health maintenance is driving growth in the sports equipment market. In order to maintain customer loyalty to their products, both domestic and foreign businesses must maintain elements that impact consumer purchase decisions due to the intense rivalry in this market.

Price is a significant factor in consumer buying interest, and intense competition urges businesses to act quickly in captivating consumer attention. Therefore, a grasp of consumer behavior and the factors that influence purchasing decisions is crucial to effectively market products. In the sports equipment business, staying up-to-date with trends and consumer needs is vital for companies. By considering the factors that influence consumer purchasing decisions, companies can sustain their competitiveness and remain the preferred choice of consumers.

Table 1. Sales Of Sport Station In Aceh

No	Year	Offline	Online
1.	2021	350	450
2.	2022	400	500
3.	2023	450	550

This research investigates the impact of discount prices and brand image on consumers' buying interest. Previous studies have demonstrated the substantial influence of discounts and brand image on purchasing decisions. The objective of this study is to establish hypotheses regarding the relationship between these variables. The findings reveal that price, promotions, and brand image significantly influence purchasing decisions. Discounts, brand image, and the right pricing strategy are key factors that affect consumer buying interest. Discounted prices are defined as promotional funds provided by manufacturers to retailers in order to attract buyers. Consumers are drawn to prices that align with their perceived value during transactions. This research delivers crucial insights for the general public and manufacturers, enabling a better understanding of the factors that influence purchase intentions and aiding in making informed purchasing decisions.

Variable

As stated by Sangadji et al. (2020: 328), brand image is a kind of association that comes to mind for customers when they think about a specific brand. Brand attitudes, such as preferences and beliefs, are linked to a brand's image. Positive brand perception increases the likelihood that customers will make purchases. The definition of a purchase decision according to Assauri (2021) is a process of making decisions on purchases and these decisions are obtained from previous activities. Based on the description of the background of the problem above, the researcher is interested in conducting further research at Sports Station Banda Aceh entitled "The Effect of Discount Prices and Brand Image on Purchasing Decisions at Sports Station Banda Aceh".

A discount is a situation where a product is offered at a price that is less than its regular price. Customers are often interested in buying products when there are discounts available because they can get them for less than the regular price. Suharno and Sutarmo define discounts as an immediate reduction in the price of purchases made during a certain period of time According to Anggraini & Sudarwanto (2020). According to Tjiptono (2019) claims that discounts are incentives given by sellers to buyers in exchange for certain purchasing actions that are pleasing to the seller. Discounts according to Kotler and Armstrong (2020: 9) Discounts are defined as an instant price reduction on purchases made within a certain period of time. This explanation makes it clear that a discount is an immediate price reduction of a certain product for a certain period of time and the discount that the customer gets from the seller. The allocation of discounts depends on the goals and policies of any organisation. The most common type of promotion among customers is one type.

Based on some of the above definitions, it can be concluded that discounts are tactics used by commercial entities, where they reduce the selling price of a product for a certain duration in an effort to attract customers to make purchases during that period.

According to Sutisna (2020) a discount is a product price that is reduced from the regular price for a certain period of time. The dimensions of the discount are: The size and amount of the discount applied when the item is discounted is the discount dimension, discount time: the time frame specified at the time of the discount. product categories eligible for discount. A wide selection of products at low prices. The theory of brand image definition according to Kotler and Keller (2019: 769) is "Brand image is the perceptions and beliefs held by consumers, as reflected by the associations held in customer memory". Consumer perceptions and beliefs, as evidenced by the associations in their memories, are reflected in the brand image.

According to Tingkir (2019) When a brand is mentioned, consumers' mental associations with it are usually organised into a meaning. In addition, brand image is defined as a representation of consumers' limited connections and hidden visions and beliefs in their minds. Then (Sutisna, 2020: 84) Brand image, according to (Dedhy Pradana, 2020), is the general impression of a product or brand created from data and prior encounters with that product or brand. Alma 2021: 376 A brand's image is made up of the associations that people have with it. A connection to a brand that is founded on experience and diverse data will be more robust. Using the previously discussed understanding, it can be said that brand image is the concept.

that consumers have about the products or services they know, use, or consume. where customers will remember the advantages and disadvantages of the products they have used. Making a purchase decision involves evaluating two possibilities against two or more alternative options, a procedure that customers use to solve the difficulties associated with product selection. (Schiffman and Kanuk, 2019: 485). Kotler and Armstrong (2019: 181) explain that consumer choices of brands to buy are known as purchasing decisions. Amirullah (2022: 62) consumer decisions are a Consumer decision-making process involves weighing several options and choosing one or more options that are needed based on a number of factors. Consumers make purchasing decisions to decide which goods they want to buy. The selected goods or services are then purchased for use. The selected goods or services are then purchased for use. These three explanations make it clear that consumers evaluate product options before making a purchase decision, choosing their preferred brand after considering several factors.

Consumer purchasing decisions are the culmination of multiple decisions. Swastha and Irawan (2020: 118) state that every purchase decision consists of the following components of the purchasing structure: 1. Selection of the product kind Purchasing a specific quantity of goods or using the money for other reasons are the options available to buyers. 2. Product form decisions: Customers have the choice of what kind of product to purchase. According to Kotler and Keller's dimensions of purchasing decisions and indicators, which Tjiptono (2019: 185) translated, consumer decisions to buy a product comprise the following six sub-decisions: product choice, brand choice, dealer choice, time of purchase, and purchase amount. The authors of this paper cite pertinent prior research in order to

Relevan Research

According to multiple studies, including those by Yuni Sarah et al (2022) and Nurliyanti et al (2022), discounts and brand image have a positive and significant impact on purchasing decisions. Yuni Sarah et al found that providing discounts and brand image both have a positive and significant effect on purchasing decisions. Providing discounts had a significant effect with a t value of 5.744, and brand image had a significant effect with a t value of 7.370. Simultaneously, providing discounts and brand image had a positive and significant effect on purchasing decisions. The contribution of these factors to purchasing decisions was found to be 62.7%. Nurliyanti et al found that price, promotion, and brand image all have an influence on purchasing decisions. Iis Miati (2020) also found that brand image significantly influenced purchasing decisions for Deenay headscarves. In conclusion, a variety of social, cultural, personal, and psychological elements, as well as brand image and discounts, have an impact on customers' purchase decisions.

In a study conducted by Shoffi et al. (2021), the effects of discounts and free shipping on purchasing decisions in Shopee e-commerce were examined. The research followed an explanatory research design using a quantitative approach. Multiple regression analysis was employed as the analytical method. The study included 48 respondents, selected through purposive sampling using the Maholtra Formula. The findings revealed that discounts had a significant influence on purchasing decisions, indicating that discounts are an effective promotional strategy. Additionally, the results showed that free shipping promotions also had a significant effect on purchasing decisions in Shopee e-commerce. In conclusion, the study demonstrated that both discounts and free shipping promotions play a role in influencing customers' purchasing decisions on the Shopee platform.

METHODS

The type of research used is quantitative research, or research that takes a more numerical approach. Because quantitative approaches have been around for a long enough period of time to be considered conventional research methods, which is why they are called traditional methods. The data source in this study is primary data in the form of opinions and information from respondents obtained by distributing questionnaires to respondents to serve as the main data source for this study. Questionnaire is a data collection method in which respondents are given a list of questions or written questions to respond to. (Sugiyono, 2019: 199).

Sampel

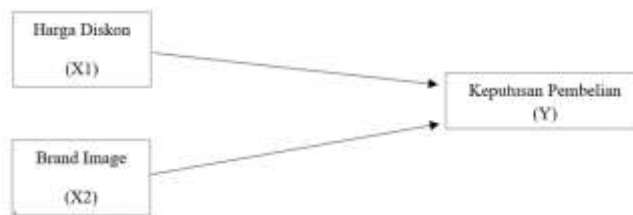
The population in this study were consumers of Sport Station Kuta Alam Banda Aceh. Which is located at Gk Hasan Diek no.7-8, Beurawe, Kec. Kuta Alam, Banda Aceh City, Aceh 24415. Still from the same source, it states that from this population there is a sample, which is a representative of the population under study. Sampling must be done in such a way as to obtain a sample that can actually function or can describe the actual state of the population. In other terms, the sample must be representative. In order for the research to be classified as population research, Arikunto (2019: 182) states that it is preferable to include everyone

if the subject count is fewer than 100. It can also be taken between 10%–15% or 20%–25% if there are a lot of subjects.

Based on the explanation above, this research includes population research because the total population available is 37 respondents (less than 100 people). Population research, also known as research using saturation samples (total sampling), is a sampling technique in which every member of the population is employed as a sample, according to Sugiyono (2019: 122). When there is a tiny population, this is frequently done. A census, in which every member of the population is included in the sample, is another word for a saturated sample.

Desain Of Research

Discounts are a feature that attracts customers. Various discount offers are used to attract customers to make purchases and increase their purchasing power. Brand (Brand Image) is the process of establishing a name or symbol that is different from competitors. Examples include logos, trademarks, and packaging designs used to identify the products or services of a particular manufacturer or group of manufacturers Price, product, and advertising all have an impact on purchasing decisions; as a result, consumer attitudes are formed to process information and make judgments about what things to buy. Hadibrata, Baruna, and Sutiyono, 2020).



RESULTS AND DISCUSSION

Table 2. Year Old and Determination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-30	24	64.9	64.9	64.9
31-40	6	16.2	16.2	81.1
41-50	7	18.9	18.9	100.0
Total	37	100.0	100.0	

From table 1 above, it can be seen that the highest majority of respondents, based on age, were in the range of 25-30 years as many as 24 people or (64.9%) and followed by respondents aged 31-40 as many as 6 people (16.2%). Furthermore, respondents aged 41-50 years were 7 people (18.9%) .

Table 3. Job Customer Sportstation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	4	10.8	10.8	10.8
Wiraswasta	11	29.7	29.7	40.5
Pegawai Negeri Sipil	7	18.9	18.9	59.5
Lain-lain	15	40.5	40.5	100.0
Total	37	100.0	100.0	

From table 2 above, it can be explained that the majority of respondents have the highest occupation, namely others as many as 15 people or 40.5%, the second is self-employed as many as 11 people or 29.7%, then civil servants as many as 7 people or 18.9%, the last is students as many as 4 people or 10.8%.

Table 4. Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.630	3.71274

a. Predictors: (Constant), X2, X1

The obtained coefficient of determination is 0.651, or 65.1%, suggesting that the brand image and discount price can account for some of the changes in purchase decisions at Sport Station Banda Aceh, with other variables not included in this study accounting for the remaining 34.9%.

Table 5. T Test Parcial

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,945	1,814		3,278	,002
	X1	,264	,061	,536	4,344	,000
	X2	,257	,082	,387	3,135	,004

a. Dependent Variable: Y

Based on the SPSS output above, the hypothesis test (t test) is as follows. Variable X1 obtained T Count (4,344) > T Table (2.03) means that variable X1 has a significant effect on variable Y. and The X2 variable obtained T Count (3.135) > T Table (2.03) means that the X2 variable has a significant effect on the Y variable.

Table 6. Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	233,463	2	116,732	43,371	,000 ^b
	Residual	91,510	34	2,691		
	Total	324,973	36			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Based on the SPSS output above, the value of F Count (43.371) > F Table (3.28) means that variables X1 and X2 have a significant effect on variable Y simultaneously.

CONCLUSION

A study conducted by Yuni Sarah et al (2022) confirms the findings of previous research and suggests that discount prices and brand image have a positive and significant impact on

purchasing decisions. The study examines the influence of discounts on consumer behavior and finds that providing discounts attracts buyers and influences their purchasing decisions. The research utilizes quantitative methods and focuses on the relationship between discount prices, brand image, and purchasing decisions. The results indicate that both discount prices and brand image have a positive and significant effect on purchasing decisions. This study adds to the existing body of knowledge on the subject and highlights the importance of marketing strategies such as discounts in attracting and influencing consumers. decisions. Thus the company must continue to intensify the promotion of discount strategies. maintain and improve the sport station brand image in the community, so that product purchasing decisions from the sport station continue to increase in the future. The overall findings of the respondents' accomplishments in providing discounts show that Sport Staion Banda Aceh has the lowest level of seasonal discounts, the lowest brand image in terms of the strength of brand association, and the lowest speed of consumer purchases. In light of these findings, it is hoped that Sport Staion Banda Aceh will be able to provide discounts in addition to seasonal discounts by stepping up brand promotion in a variety of ways, which will also influence the speed at which consumers make purchases.

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