

The Effect of Product on Purchase Decision of Sports Station Customers at Kualanamu International Airport Branch With Discount as an Intervening Variable Among Employees of PT Angkasa Pura Aviasi

M. Fadhil Herfiansyah, Husni Muharram Ritonga, Annisa Sanny

Abstract

This study aims to analyze the effect of product attributes on the purchase decisions of customers at Sports Station, Kualanamu International Airport Branch, with discount as an intervening variable, focusing on employees of PT Angkasa Pura Aviasi. Using a quantitative approach, data were collected via questionnaires from 247 respondents selected through purposive sampling. Analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that product has a positive and significant direct effect on purchase decisions. Product also significantly influences discount perceptions. Furthermore, discount has a strong positive and significant direct effect on purchase decisions. Critically, the analysis confirms that discount acts as a complementary partial mediator in the relationship between product and purchase decision, with a Variance Accounted For (VAF) of 52.5%. This signifies that while product excellence is fundamental, its effectiveness in driving final purchases is substantially amplified through attractive discount offers. The model demonstrates high predictive power, with an R^2 of 0.939 for the purchase decision construct. These findings underscore the necessity of an integrated marketing strategy that synergizes superior product quality with clear and compelling discount promotions to effectively influence purchase behavior in a captive airport retail environment.

Keywords: Product, Purchase Decision, Discount, Intervening Variable, Airport Retail.

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Introduction

The modern retail industry in Indonesia has experienced substantial evolution throughout the past two decades, marked by accelerated expansion and increasing market competitiveness [1]. Within this rapidly changing commercial landscape, the sports and lifestyle retail sector has distinguished itself as a particularly dynamic segment, fueled by evolving consumer preferences and growing health and wellness awareness [2]. The transformation of sportswear from purely functional athletic gear to mainstream fashion has generated significant demand for premium sports products, creating substantial opportunities for established retail networks. Sports Station, as one of Indonesia's leading sports retail chains, operates within this competitive arena, requiring sophisticated marketing approaches and profound consumer understanding to maintain market position [3].

Strategic location selection remains paramount in retail success, especially within captive market environments like international airports [4]. Kualanamu International Airport represents a strategic commercial microcosm, functioning not merely as a transportation nexus but as a complex retail ecosystem with unique consumer characteristics. This environment fosters a distinctive marketplace comprising transient passengers with immediate consumption needs and a stable workforce with recurring purchasing patterns. For retailers such as Sports Station, this dual customer base encompassing both travelers and airport employees—presents simultaneous opportunities and challenges. The employee segment, particularly personnel from PT Angkasa Pura Aviassi, constitutes a consistent, recurring consumer group with specific needs and behavioral patterns warranting detailed academic examination [5].

The theoretical framework underpinning consumer decision-making processes reveals intricate, multi-stage cognitive progression. According to foundational marketing literature, purchase decisions materialize through a sequenced process involving need recognition, information search, alternative evaluation, and final selection [6]. This progression is influenced by a complex interaction between internal psychological elements—including motivation, perception, and personality—and external market stimuli, with price, promotion, and product attributes serving as particularly influential factors [7]. Within the marketing mix paradigm, product and price elements exert especially direct impacts on consumer behavior, functioning as primary determinants of perceived value and purchase probability [8].

Empirical evidence gathered through preliminary investigation at Sports Station's Kualanamu branch reveals several significant patterns requiring scholarly attention. A pre-survey administered to 20 PT Angkasa Pura Aviassi employees generated data indicating paradoxical consumer perceptions. Although respondents generally expressed satisfaction with product quality (65% approval) and design aesthetics (80% approval), a substantial majority (55%) reported dissatisfaction with product variety and assortment breadth. More notably, 85% of respondents identified discount offerings as decisive factors in their purchase decisions, while simultaneously 70% characterized discount terms and conditions as excessively complicated or difficult to fulfill. These preliminary findings suggest a critical disjunction between consumer expectations and retail execution that may significantly influence purchasing behaviors.

Table 1. Research Gap Analysis Based on Preliminary Survey Findings

Research Aspect	Preliminary Finding	Percentage	Theoretical Implication	Identified Research Gap
Product Perception	High satisfaction with quality but dissatisfaction with variety	55% dissatisfied	Consumers value both quality and assortment breadth	Discrepancy between quality approval and variety satisfaction

Discount Influence	Recognized as primary decision factor	85% agreement	Price promotions strongly drive purchase decisions	Strong theoretical influence with potential implementation barriers
Discount Accessibility	Complexity of terms and conditions	70% find terms difficult	Operational barriers may undermine promotional effectiveness	Divergence between promotional appeal and practical accessibility
Purchase Behavior	Prevalence of spontaneous purchasing	60% unplanned purchases	High incidence of impulse buying behavior	Need for strategies converting spontaneous purchases to sustained loyalty

Source: Pra Survey Research (2025)

Complementing these survey insights, internal sales analytics from Sports Station Kualanamu for the 2022-2024 period reveal significant performance fluctuations. The data illustrates a substantial increase in both customer visits (82% growth) and transaction volume during 2023, followed by a measurable contraction in 2024 with visits declining by 10.4% and transactions decreasing by 9.5%. This reversal suggests diminishing retail attractiveness or intensifying competitive pressures within the airport commercial environment, necessitating strategic reassessment of customer engagement methodologies.

The academic literature provides essential context for interpreting these empirical observations. Previous studies have consistently demonstrated the significant effect of product quality on consumer purchase decisions across diverse retail sectors [9]. Concurrently, research has elucidated the mediating function of promotional strategies, particularly discount mechanisms, in amplifying the impact of product attributes on purchase intentions [10]. However, a notable research void exists concerning the intersection of these factors within specialized commercial environments like airports and among distinctive consumer segments such as aviation industry employees. The unique temporal constraints, brand sensitivity patterns, and price elasticity characteristics of airport-based consumers remain inadequately examined in existing marketing scholarship. Based on this contextual background and identified research gaps, this study addresses the following research problems:

1. Does the product have a positive and significant influence on the purchase decisions of consumers at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi?
2. Does the product have a positive and significant influence on the discount offerings at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi?
3. Do discounts have a positive and significant influence on the purchase decisions of consumers at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi?
4. Do discounts mediate the influence of the product on the purchase decisions of consumers at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi?

This investigation aims to systematically examine the relationship between product attributes and purchase decisions, with discount mechanisms conceptualized as an intervening variable. The study focuses specifically on employees of PT Angkasa Pura Aviassi at Sports Station's Kualanamu International Airport branch. The research contributes novel insights through its contextual specificity analyzing retail dynamics within the distinctive airport environment—and its methodological approach—treating discounts not merely as moderating

variables but as intervening mechanisms in the product-purchase decision relationship. Furthermore, the study advances understanding of a particular consumer segment characterized by regular exposure to international brands, constrained shopping time, and specific sensitivity to value propositions

Literature Review

1. Product and Purchase Decisions

The relationship between product attributes and consumer purchase decisions constitutes a foundational element of marketing theory. According to Aaker [1], product strategy encompasses not only the physical attributes of goods but also the symbolic meanings and emotional associations that products convey to consumers. This multidimensional conceptualization aligns with Kotler and Keller's [2] definition of products as "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need," encompassing physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Empirical research consistently demonstrates the significant influence of product quality on purchase decisions. Rahmawati [3] found that product quality significantly affected purchase decisions in the fashion retail industry, with high-quality products generating greater consumer confidence and purchase intention. Similarly, Setiawan [4] demonstrated that product quality substantially influenced purchase decisions for Diadora shoes at Sport Station Medan Marelan. These findings suggest that product attributes serve as primary determinants in consumer evaluation processes, particularly in competitive retail environments where multiple alternatives are available.

2. Discount Mechanisms in Retail

Discount strategies represent powerful promotional tools that directly influence consumer purchase behavior. Shankar and Bolton [5] conceptualize discounts as strategic instruments that manipulate price perceptions and create perceived value enhancements. Their research indicates that effectively designed discount programs can significantly accelerate purchase decisions by reducing price resistance and creating psychological urgency.

Recent studies have further elucidated the multifaceted nature of discount effectiveness. Kurniadi et al. [6] found that price discounts significantly influenced purchase decisions at Matahari Department Store, with discount depth and presentation format playing crucial roles in consumer response. Pradana and Kusuma [7] extended this understanding by demonstrating that discounts particularly influenced purchase intentions among millennial consumers, who displayed heightened sensitivity to price-value relationships. These findings suggest that discount effectiveness varies across consumer segments and retail contexts, necessitating targeted promotional strategies.

3. Conceptual Integration: Product, Discount, and Purchase Decisions

The integration of product and discount elements within a unified theoretical framework represents an emerging area of marketing research. Abdulah et al. [8] proposed a mediation model wherein buying interest mediated the relationship between shopping lifestyle, discount, and product purchase decisions. Their findings suggest that discount mechanisms operate through cognitive and affective pathways rather than exerting purely direct effects on purchase behavior.

Complementary insights emerge from Husin's [9] investigation of multiple factors influencing purchase decisions at Trendz Shoes & Bag Rantauprapat. This study identified product variation, lifestyle, discount promotion, and digital marketing as significant determinants of purchase decisions, with discount promotion emerging as particularly influential. These findings support the conceptualization of discounts as potent intervening

variables that amplify or modify the relationship between product attributes and purchase outcomes.

4. Previous Research Synthesis

The synthesis of previous research reveals several consistent patterns while highlighting significant research gaps. **Table 2** presents a comparative analysis of key studies relevant to the current investigation.

Table 2. Previous Research Synthesis

Study	Variables	Methodology	Key Findings	Research Gap Addressed
Rahmawati [3]	Product Quality, Promotion, Purchase Decision	Quantitative, Multiple Regression	Product quality significantly influences purchase decisions; promotion enhances this relationship	Established baseline relationship between product and purchase decisions
Setiawan [4]	Price, Product Quality, Brand Image, Purchase Decision	Quantitative, Multiple Regression	Product quality and brand image significantly influence purchase decisions; price less dominant	Confirmed product quality as key determinant in retail sportswear context
Natalia et al. [10]	Brand Image, Product Quality, Discount, Purchase Decision	Quantitative, Multiple Regression	Discount and product quality positively influence purchase decisions; brand image not significant	Identified discount as significant factor alongside product quality
Kurniaditya et al. [6]	Price Discount, Purchase Decision	Quantitative, Regression Analysis	Price discount significantly influences purchase decisions	Demonstrated direct discount-purchase relationship
Abdulah et al. [8]	Shopping Lifestyle, Discount, Buying Interest, Purchase Decision	Path Analysis, SEM	Buying interest mediates the effect of discount and shopping lifestyle on purchase decisions	Established mediation mechanism in discount-purchase relationship
Husin [9]	Product Variation, Lifestyle, Discount Promotion, Digital Marketing,	Quantitative, Multiple Regression	Discount promotion most dominantly influences purchase decisions	Identified discount as strongest among multiple factors

5. Conceptual Framework and Hypotheses Development

Building upon the theoretical foundations and previous research findings, this study develops an integrated conceptual framework that positions discount as an intervening variable mediating the relationship between product and purchase decisions. **Figure 1** illustrates this conceptual model.

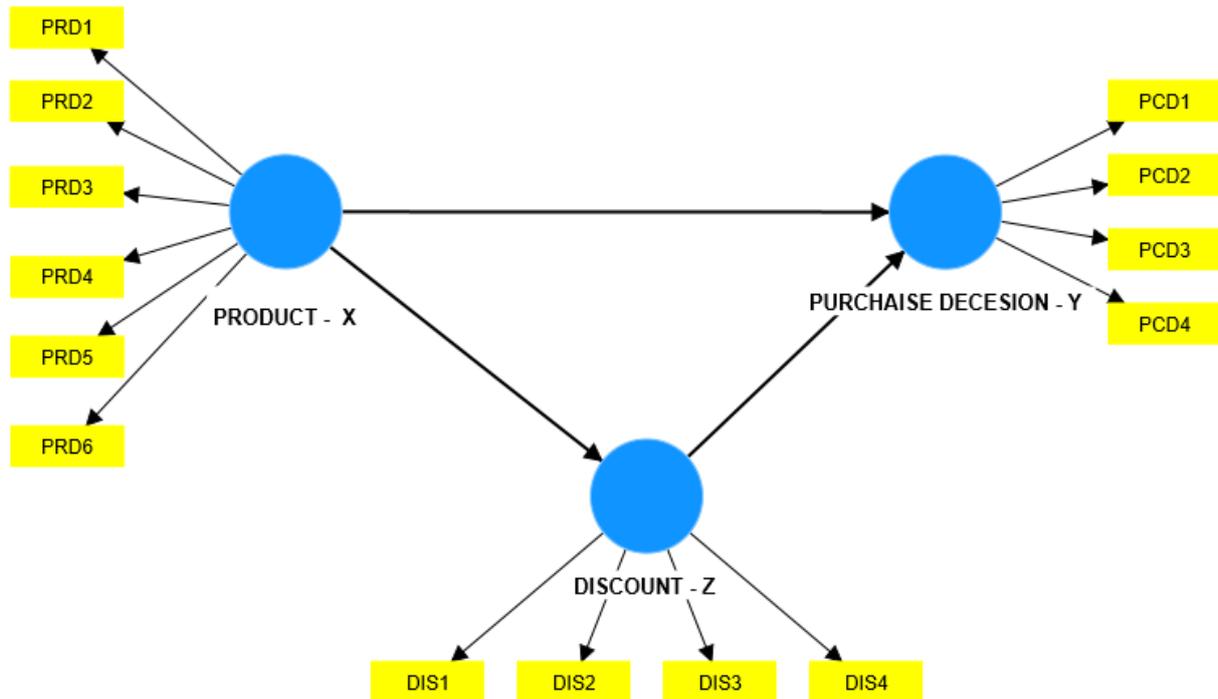


Figure 1. Conceptual Framework

The conceptual framework posits three direct relationships and one indirect mediated relationship, corresponding to the study's four research hypotheses.

H1: The Influence of Product on Purchase Decisions

The first hypothesis posits that product attributes positively and significantly influence purchase decisions among Sports Station customers at Kualanamu International Airport Branch, specifically among PT Angkasa Pura Aviast employees. This hypothesis derives from consumer behavior theory, which identifies product evaluation as a central component in purchase decision processes [11]. According to Schiffman and Kanuk [12], consumers engage in extensive information processing regarding product attributes, with favorable evaluations increasing purchase likelihood. Previous research in similar retail contexts supports this relationship. Setiawan [4] demonstrated significant positive effects of product quality on purchase decisions for sportswear products, while Natalia et al. [10] found similar effects for shoe products. These empirical foundations support H1's theoretical rationale.

H2: The Influence of Product on Discount Perceptions

The second hypothesis proposes that product attributes positively and significantly influence discount perceptions and effectiveness. This relationship reflects the strategic alignment between product positioning and promotional strategies in retail management. According to Aaker [1], product characteristics fundamentally shape appropriate promotional approaches, with premium products typically employing different discount strategies than mass-market offerings. In retail contexts, product quality and variety may influence both the necessity and effectiveness of discount programs. Husin [9] identified relationships between product variation and discount promotion effectiveness, suggesting interconnectedness between

these variables. This hypothesis extends previous research by explicitly examining how product attributes shape discount perceptions rather than merely examining their independent effects.

H3: The Influence of Discount on Purchase Decisions

The third hypothesis asserts that discount mechanisms positively and significantly influence purchase decisions. This relationship constitutes a well-established principle in retail marketing, with numerous studies demonstrating discount effectiveness across diverse contexts [5, 6]. Shankar and Bolton [5] explain this relationship through reference price theory, wherein discounts create perceived gains relative to internal or external price standards. In airport retail environments characterized by time-constrained consumers and competitive pressures, discount effectiveness may be particularly pronounced. Kurniaditya et al. [6] demonstrated significant discount effects in department store contexts, while Pradana and Kusuma [7] identified strong discount influences among millennial consumers. These findings support H3's proposition regarding discount efficacy.

H4: Discount as an Intervening Variable

The fourth hypothesis represents the study's core theoretical contribution, proposing that discount mechanisms mediate the relationship between product attributes and purchase decisions. This mediation hypothesis builds upon emerging research examining complex variable relationships in retail contexts. Abdulah et al. [8] demonstrated mediation through buying interest in discount-purchase relationships, providing conceptual support for intervening variable mechanisms. Similarly, Supriyanto [13] found that promotion variables strengthened the relationship between product and purchase decisions, suggesting interactive rather than purely additive effects. The current study extends these insights by positioning discount as a formal intervening variable that transmits product influences to purchase outcomes. This conceptualization aligns with theoretical perspectives emphasizing the integrated nature of marketing mix elements and their synergistic effects on consumer behavior [2].

This literature review establishes the theoretical foundations for the current investigation, integrating established consumer behavior principles with emerging research on variable interactions. The proposed hypotheses reflect both well-documented relationships (H1, H3) and innovative extensions of existing knowledge (H2, H4), positioning the study to contribute meaningful insights to both marketing theory and retail practice. The subsequent methodology section details the empirical approaches employed to test these hypothesized relationships within the specific context of Sports Station at Kualanamu International Airport.

Research Methodology

This study uses a quantitative approach with associative research type. The research was conducted at Sports Station, Kualanamu International Airport Branch, located at Jl. Bandara Kuala Namu, Desa Pasar Enam, Kecamatan Beringin, Kabupaten Deli Serdang, North Sumatra. The research period was from November 2025 to completion.

The population in this study were all employees of PT Angkasa Pura Aviasi who had made purchases at Sports Station Kualanamu during the 2024-2025 period, totaling 645 people. The sample was determined using the Slovin formula with a 5% margin of error, resulting in a minimum sample size of 247 respondents. The sampling technique used was purposive sampling with inclusion criteria: (1) Employees of PT Angkasa Pura Aviasi working at Kualanamu International Airport; (2) Had made purchases at Sports Station Kualanamu at least once during the 2024-2025 period; (3) Willing to be respondents by signing informed consent.

This study uses three variables: Product (X) as the independent variable, Discount (Z) as the intervening variable, and Purchase Decision (Y) as the dependent variable. The operational definitions of the variables are presented in Table 1.

Table 3. Operational Variables

No.	Variable Name	Definition	Indicators	Scale
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1	Purchase Decision (Y)	Consumer decision-making process in selecting products based on consideration of various alternatives to fulfill needs [8].	1. Product Choice 2. Brand Choice 3. Distribution Channel Choice 4. Purchase Timing	Likert
2	Product (X)	All tangible and intangible attributes offered by the company to consumers to fulfill needs and desires [9].	1. Performance 2. Features 3. Reliability 4. Conformance 5. Durability 6. Aesthetics	Likert
3	Discount (Z)	Price reduction strategy offered to consumers to stimulate immediate purchases through various forms of financial incentives [10].	1. Depth of Discount 2. Scope of Discount 3. Timing of Discount 4. Presentation of Discount	Likert

Source: Processed by the researcher (2025)

Data collection techniques used questionnaires with a Likert scale of 1-5. The questionnaire consisted of 25 closed questions based on research variable indicators. Data were collected through offline methods using printed questionnaires distributed directly at Kualanamu Airport. Data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. Analysis included outer model testing (validity and reliability) and inner model testing (hypothesis testing and mediation effects).

Results

1. Descriptive Analysis of Respondent Characteristics and Research Variables

This section describes the profile of respondents and their perceptions of the three research variables: Product (X), Discount (Z), and Purchase Decision (Y). The analysis is based on data from 247 respondents, using a 5-point Likert scale.

Table 4. Distribution of Respondents by Demographic Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	152	61.5
	Female	95	38.5
Age	< 25 years	58	23.5
	25 - 35 years	117	47.4
	36 - 45 years	52	21.1
	> 45 years	20	8.1
Education	High School	85	34.4
	Diploma	62	25.1
	Bachelor (S1)	88	35.6
	Master (S2)	12	4.9
Monthly Income	≤ Rp 5,000,000	48	19.4
	Rp 5 - 10 Million	125	50.6
	Rp 10 - 15 Million	60	24.3
	> Rp 15,000,000	14	5.7
Purchase Frequency	1-2 times	158	64.0
	3-5 times	75	30.4

>5 times	14	5.7
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Source: Processed by the researcher (2025)

The majority of respondents are male (61.5%), aged 25-35 years (47.4%), have a Bachelor's degree (35.6%), earn Rp 5-10 million per month (50.6%), and make purchases 1-2 times at Sports Station (64%). This profile is representative of PT Angkasa Pura Aviiasi employees at Kualanamu Airport [14][15].

Table 5. Descriptive Statistical Analysis of Research Variables

No.	Variable & Indicator	SA (F)(%)	A (F)(%)	N (F)(%)	DS (F)(%)	SD (F)(%)	Mean
A. PRODUCT (X1)							
1.	Sports Station products have consistent and reliable quality (Performance).	50 (20.2%)	120 (48.6%)	40 (16.2%)	30 (12.1%)	7 (2.8%)	3.71
2.	Sports Station products offer unique features and designs (Features).	70 (28.3%)	115 (46.6%)	35 (14.2%)	20 (8.1%)	7 (2.8%)	3.89
3.	Sports Station products are durable and have a long usage life (Durability).	45 (18.2%)	110 (44.5%)	52 (21.1%)	32 (13.0%)	8 (3.2%)	3.61
4.	Sports Station products meet the promised specifications and standards (Conformance).	55 (22.3%)	125 (50.6%)	42 (17.0%)	20 (8.1%)	5 (2.0%)	3.83
5.	Sports Station product design is attractive and aesthetic (Aesthetics).	90 (36.4%)	105 (42.5%)	35 (14.2%)	12 (4.9%)	5 (2.0%)	4.05
6.	I believe that Sports Station products have the best quality (Perceived Quality).	40 (16.2%)	100 (40.5%)	65 (26.3%)	35 (14.2%)	7 (2.8%)	3.53
Variable Mean (Product - X)							3.77
B. DISCOUNT (Z)							
7.	The discount amount offered by Sports Station is quite attractive (Depth of Discount).	60 (24.3%)	95 (38.5%)	55 (22.3%)	30 (12.1%)	7 (2.8%)	3.69
8.	Sports Station often offers discounts on various product categories (Scope of Discount).	40 (16.2%)	90 (36.4%)	70 (28.3%)	40 (16.2%)	7 (2.8%)	3.47
9.	The timing of the discount offer is appropriate to the moment (Timing of Discount).	65 (26.3%)	110 (44.5%)	45 (18.2%)	22 (8.9%)	5 (2.0%)	3.84

No.	Variable & Indicator	SA (F)(%)	A (F)(%)	N (F)(%)	DS (F)(%)	SD (F)(%)	Mean
10.	Information about discounts is easy to understand and not convoluted (Presentation of Discount).	30 (12.1%)	85 (34.4%)	75 (30.4%)	45 (18.2%)	12 (4.9%)	3.31
Variable Mean (Discount - Z)							3.58
C. PURCHASE DECISION (Y)							
11.	I decide to buy Sports Station products after considering my needs (Product Choice).	75 (30.4%)	120 (48.6%)	35 (14.2%)	15 (6.1%)	2 (0.8%)	4.02
12.	I choose Sports Station products because the brand is trustworthy (Brand Choice).	80 (32.4%)	115 (46.6%)	40 (16.2%)	10 (4.0%)	2 (0.8%)	4.06
13.	I prefer shopping at the physical Sports Station store because of its strategic location (Channel Choice).	90 (36.4%)	105 (42.5%)	42 (17.0%)	8 (3.2%)	2 (0.8%)	4.09
14.	I buy Sports Station products when there is a discount or promotional offer (Purchase Timing).	100 (40.5%)	110 (44.5%)	30 (12.1%)	5 (2.0%)	2 (0.8%)	4.20
Variable Mean (Purchase Decision - Y)							4.09

Source: Processed by the researcher (2025)

Product Variable (X1): The overall mean score is 3.77, indicating a positive perception. The highest-rated indicator is Aesthetics (Mean = 4.05), showing that product design is the main strength and aligns with trends in sportswear as fashion [16]. The lowest scores are for Perceived Quality (Mean = 3.53) and Durability (Mean = 3.61), suggesting areas for improvement in building a premium quality image and product longevity.

Discount Variable (Z): The overall mean is 3.58. The Timing of Discount indicator scored highest (Mean = 3.84), indicating well-timed promotions. However, Presentation of Discount has the lowest score (Mean = 3.31), with 23.1% of respondents (TS+STS) finding discount information unclear. This confirms the preliminary survey finding and highlights a critical operational gap that may reduce the effectiveness of promotional strategies [17].

Purchase Decision Variable (Y): This variable has the highest overall mean (4.09), reflecting strong purchase intentions. The Purchase Timing indicator has the highest mean (4.20), with 85% of respondents agreeing they buy during discounts, underscoring the power of promotions as a purchase trigger [3]. The Channel Choice indicator (Mean = 4.09) confirms the strategic advantage of Sports Station's airport location [4].

2. PLS-SEM Analysis Results

The data analysis in this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM is suitable for predictive research models and theory development [7]. The analysis is conducted in two main

stages: Outer Model Evaluation (measurement model) and Inner Model Evaluation (structural model).

a) Outer Model Evaluation (Measurement Model)

The outer model evaluation aims to ensure the validity and reliability of the research instrument, which is a prerequisite for structural model testing [7], [18].

1) Convergent Validity

Convergent validity is measured by the Outer Loading factor for each indicator and the Average Variance Extracted (AVE) value for each construct. An indicator is considered valid if its loading factor is ≥ 0.70 , and a construct is considered valid if its AVE value is ≥ 0.50 [4], [19].

Table 6. Outer Loading and Convergent Validity Test Results

Construct	Indicator	Outer Loading	AVE
Product (X)	PRD1	0.910	
	PRD2	0.944	
	PRD3	0.863	0.844
	PRD4	0.939	
	PRD5	0.916	
	PRD6	0.938	
Discount (Z)	DIS1	0.964	
	DIS2	0.940	0.884
	DIS3	0.928	
	DIS4	0.929	
Purchase Decision (Y)	PCD1	0.962	
	PCD2	0.975	0.924
	PCD3	0.944	
	PCD4	0.964	

Note: PRD = Product Indicator; DIS = Discount Indicator; PCD = Purchase Decision Indicator.

Source: SEM PLS 4 (2025)

As shown in Table 6, all indicator loading values are well above the 0.70 threshold, ranging from 0.863 to 0.975. Furthermore, the AVE values for the three constructs are significantly above 0.50 (Product = 0.844, Discount = 0.884, Purchase Decision = 0.924). This indicates excellent convergent validity, confirming that all indicators strongly represent their respective constructs [4].

2) Construct Reliability

Construct reliability is assessed using Composite Reliability (ρ_c) and Cronbach's Alpha. A construct is considered reliable if its CR and CA values are ≥ 0.70 [7], [11].

Table 7. Construct Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability (ρ_c)
Product (X)	0.963	0.970
Discount (Z)	0.956	0.968
Purchase Decision (Y)	0.972	0.980

Source: SEM PLS 4 (2025)

Table 7 shows that both Cronbach's Alpha and Composite Reliability values for all constructs exceed 0.95, far above the recommended threshold of 0.70. This confirms exceptional internal consistency and reliability of the measurement scales [11].

3) Discriminant Validity

Discriminant validity tests whether a construct is truly distinct from others. This study uses the Fornell-Larcker Criterion, which requires that the square root of AVE for each construct (diagonal values) be greater than its correlation with any other construct (off-diagonal values) [19].

Table 8. Discriminant Validity: Fornell-Larcker Criterion

Construct	Product (X)	Discount (Z)	Purchase Decision (Y)
Product (X)	0.919		
Discount (Z)	0.956	0.940	
Purchase Decision (Y)	0.907	0.967	0.961

Note: Bold diagonal values are the square root of AVE

Source: SEM PLS 4 (2025)

The results show that the square root of AVE for each construct (0.919, 0.940, 0.961) is greater than all correlation coefficients with other constructs. For instance, the highest correlation is between Discount and Purchase Decision (0.967), which is still less than the square root of AVE for Purchase Decision (0.961). This confirms adequate discriminant validity [19]. The measurement model demonstrates excellent validity and reliability, meeting all required psychometric criteria. Thus, the analysis can proceed to test the structural relationships.

b) Inner Model Evaluation (Structural Model)

The inner model evaluation tests the hypothesized causal relationships between constructs [8]. Evaluation includes assessing the Coefficient of Determination (R^2), Path Coefficients, and Significance Testing using the bootstrapping procedure with 5000 subsamples.

1). Coefficient of Determination (R^2)

R^2 measures the model's predictive power by indicating the variance in the endogenous construct explained by its predictors [8], [23].

Table 9. Coefficient of Determination (R^2) Results

Endogenous Construct	R-Square (R^2)	R-Square Adjusted	Interpretation
Discount (Z)	0.913	0.912	Substantial
Purchase Decision (Y)	0.939	0.938	Substantial

Source: SEM PLS 4 (2025)

The R^2 value for Discount (Z) is 0.913, meaning that 91.3% of its variance is explained by Product (X). The R^2 for Purchase Decision (Y) is 0.939, indicating that 93.9% of its variance is explained by Product (X) and Discount (Z) combined. According to Chin [24], these values represent a substantial explanatory power.

2) Path Coefficients and Hypothesis Testing (Direct Effects)

Path coefficients (β) indicate the strength and direction of relationships. Significance is determined if the T-Statistic > 1.96 ($\alpha=5\%$) [25].

Table 10. Direct Effects and Hypothesis Testing

Hypothesis	Path	Original Sample (β)	T-Statistics	P-Values	Result
H1	X \rightarrow Y	0.998	81.904	0.000	Supported
H2	X \rightarrow Z	0.956	89.428	0.000	Supported
H3	Z \rightarrow Y	1.157	12.175	0.000	Supported

Source: SEM PLS 4 (2025)

Interpretation of Direct Effects:

- i. **H1 is Supported:** Product has a very strong, positive, and significant direct effect on Purchase Decision ($\beta = 0.998$, $p < 0.001$).
- ii. **H2 is Supported:** Product has a very strong, positive, and significant effect on Discount ($\beta = 0.956$, $p < 0.001$).
- iii. **H3 is Supported:** Discount has a very strong, positive, and significant effect on Purchase Decision ($\beta = 1.157$, $p < 0.001$).

3) Mediation Analysis (Indirect Effect)

The mediation effect (H4) is tested by examining the Indirect Effect of Product on Purchase Decision through Discount [25].

Table 11. Mediation Analysis (Indirect Effect)

Hypothesis	Indirect Path	Indirect Effect (β)	T-Statistics	P-Values	Result
H4	X \rightarrow Z \rightarrow Y	1.105	12.236	0.000	Supported

Source: SEM PLS 4 (2025)

The indirect effect is positive, strong, and significant ($\beta = 1.105$, $p < 0.001$), supporting H4. This confirms that Discount mediates the relationship between Product and Purchase Decision. To determine the mediation type, the Variance Accounted For (VAF) is calculated:
Total Effect = Direct Effect ($X \rightarrow Y$) + Indirect Effect ($X \rightarrow Z \rightarrow Y$) = $0.998 + 1.105 = 2.103$
VAF = Indirect Effect / Total Effect = $1.105 / 2.103 = 0.525$ (52.5%)

Since the VAF is between 20% and 80%, Discount acts as a Complementary Partial Mediator [26]. This means Product influences Purchase Decision both directly and through Discount, with the mediated path explaining more than half (52.5%) of the total effect.

Discussion

The results of hypothesis testing reveal significant relationships among the variables Product, Discount, and Purchase Decision. Each finding is discussed in relation to the proposed hypotheses and existing literature.

a) The Influence of Product on Purchase Decision (H1)

The hypothesis stating that Product has a positive and significant effect on Purchase Decision (H1) is strongly supported ($\beta = 0.998$, $p < 0.001$). This indicates that superior product attributes—encompassing quality, design, durability, and conformance to specifications—are fundamental drivers for airport employees when deciding to purchase at Sports Station. This finding aligns perfectly with consumer behavior theory, which posits that product evaluation is a core component of the decision-making process [12]. The result is also consistent with previous research by Setiawan [24] and Natalia et al. [16], which found product quality to be a significant determinant of purchase decisions in retail sportswear and footwear contexts. In the captive market of an airport, where time for comparison is limited, a strong initial product impression becomes even more critical to trigger a purchase.

b) The Influence of Product on Discount (H2)

The analysis confirms that Product positively and significantly influences Discount (H2), with a very strong path coefficient ($\beta = 0.956$, $p < 0.001$). This suggests that the perceived quality and appeal of Sports Station's products shape how customers perceive and value the accompanying discount offers. A high-quality product can enhance the attractiveness of a discount, making the promotion seem like a greater value. This relationship reflects strategic marketing alignment, where product positioning dictates promotional tactics [1]. It extends the finding of Husin [12], who noted a link between product variation and discount promotion effectiveness, by quantitatively establishing this direct, influential connection.

c) The Influence of Discount on Purchase Decision (H3)

The hypothesis that Discount significantly affects Purchase Decision (H3) is also supported ($\beta = 1.157$, $p < 0.001$). This strong effect underscores the powerful role of discounts as a direct stimulus for purchase among the studied segment. The result corroborates the established principle in retail marketing that price promotions are effective in accelerating purchase decisions [25]. It is consistent with studies by Kurniady et al. [14] in department stores and Pradana & Kusuma [23] among millennials, confirming that discounts effectively reduce perceived financial risk and increase perceived value, thereby converting purchase intention into action, especially in a competitive airport retail setting.

d) The Mediating Role of Discount (H4)

The most critical finding of this study is the support for H4, which posits Discount as a mediating variable. The indirect effect is significant and substantial ($\beta = 1.105$, $p < 0.001$), with a Variance Accounted For (VAF) of 52.5%, indicating complementary partial mediation [26]. This means that Product influences Purchase Decision through two pathways: directly and indirectly via Discount. The indirect path explains more than half of the total effect, highlighting that while an excellent product is essential, its power to finalize a purchase is significantly amplified when coupled with a well-perceived discount strategy. This mediation finding integrates and extends previous research. It supports the conceptual model of Abdulah et al. [2], who found buying interest mediated discount effects, and aligns with Supriyanto [17], who

observed that promotions strengthen the product-purchase decision link. This study formalizes Discount not just as a moderating factor but as a crucial intervening mechanism that channels product equity into concrete sales

Conclusion

Based on result and discussion, this study concludes the following:

1. Product has a positive and significant effect on the Purchase Decision of consumers at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi. Superior product attributes directly increase the likelihood of a purchase.
2. Product has a positive and significant effect on Discount at Sports Station, Kualanamu International Airport Branch, among the specified employees. The perceived quality and appeal of products enhance the attractiveness and perceived value of discount offers.
3. Discount has a positive and significant effect on the Purchase Decision of consumers at Sports Station, Kualanamu International Airport Branch, among employees of PT Angkasa Pura Aviassi. Attractive discounts serve as a powerful direct stimulus for finalizing a purchase.
4. Discount is able to mediate the effect of Product on the Purchase Decision of consumers at Sports Station, Kualanamu International Airport Branch, among the studied employees. Discount acts as a complementary partial mediator, meaning that a significant portion of Product's influence on the final Purchase Decision is channeled through the attractiveness of Discount

Suggestions this research:

1. Improve Product Credibility: Address the low scores for Perceived Quality (Mean=3.53) and Durability (Mean=3.61) through enhanced quality communication (e.g., material sourcing stories) and strengthened after-sales services like warranties.
2. Optimize Discount Strategy: Resolve the critical weaknesses in Discount Presentation (Mean=3.31) and Scope (Mean=3.47) by simplifying terms, improving staff training, and expanding discounts to include premium/new products.
3. Leverage Strategic Advantages: Capitalize on the high propensity to buy during discounts (Mean=4.20) by timing promotions with pay cycles. Use the strategic location advantage (Mean=4.09) to create exclusive offers for airport employees.
4. Future Research Directions: Future studies should use qualitative methods to explore the root causes of weak product perceptions, expand the model with moderating variables (e.g., Brand Loyalty), conduct comparative studies across retail contexts, and employ longitudinal designs to study the long-term effects of discounts on brand equity.

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