

The Decline of Transmart: How Brand Image, Price, and Lifestyle Affect Consumer Satisfaction and Purchasing Decision

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Abstract

This study is of the quantitative causative kind, meaning that it searches for causal links resulting. The sampling technique used by researchers is a convenience sampling technique where the subject is chosen because of the ease of access and location of the respondent with the researcher while the object under study is one of the closed Transmart branches located at ITC Cempaka Mas. The sample size was 150 people. This study investigates the problem of the closure of numerous Transmart stores. This study hypothesizes that factors such as brand image, pricing, and lifestyle affect consumer satisfaction and purchase decisions. The study's conclusions indicate that all of the hypotheses put forth are true, and every variable shown to have a substantial impact on the dependent variable is also accepted.

Keywords: Brand Image, Customer Satisfaction, Lifestyle, Price, Purchasing Decisions

INTRODUCTION

Transmart is a major retail company in Indonesia with multiple locations and hundreds of employees. Originally a French retailer named Carrefour, it transformed into Transmart, which once dominated the Indonesian market. However, numerous Transmart stores have since closed, signaling a decline. To address this, Transmart is implementing a relocation strategy by closing less profitable branches and focusing on locations with growth potential. Recently, eight Transmart stores in strategic areas, such as South Jakarta and Batam, were closed (Anggela, 2023).

The rebranding from Carrefour to Transmart and subsequent changes contributed to this situation, along with shifts in consumer buying habits exacerbated by the COVID-19 pandemic. The pandemic accelerated the shift towards online shopping, altering consumer lifestyles and impacting Transmart's operations. The rebranding also changed Transmart's brand image, influencing customer perceptions and satisfaction.

This study aims to identify the factors contributing to Transmart's decline and store

closures. It examines how lifestyle, price, and brand image affect customer satisfaction and purchasing decisions. By analyzing these elements, the research seeks to provide insights for Transmart's business strategy and offer valuable information for marketing studies. The goal is to understand the dynamics behind Transmart's strategic decisions and to enrich the literature on consumer behavior and purchasing decisions.

Researchers draw upon prior research to bolster the findings of the current study in order to justify their findings. In the Triadi's research yields empirical evidence indicating a relationship between pricing and purchase decisions, which this study draws upon (Triadi et al., 2021). Tamara's empirical research, which revealed a high correlation between the price variable and customer happiness, lends confirmation to other findings (Tamara, 2020). Furthermore, additional research was submitted by Katoni, who discovered factual evidence that lifestyle factors can affect customer happiness (Katoni & Sijabat, 2023).

Scientific results from another Hartati study indicate that lifestyle factors can affect shopping decisions (Hartati et al., 2017). Customer

satisfaction is impacted by brand image, according to additional research that Ihsan did (Ihsan & Sutedjo, 2022). Moreover, Simanjuntak's research indicates that customer satisfaction influences purchasing decisions (Simanjuntak et al., 2020) corroborated by Ratnasari's research, which found a connection between brand image variables and purchasing decisions (Ratnasari & Meliana, 2022).

The discrepancy between the findings of this study and the previously discussed research is in the economic model that was applied when building the independent variables, which include price, lifestyle, and brand image, as well as the use of independent variables related with variable moderating that is customer satisfaction. In light of this research gap, the state of the art for this study resides in the usage of customer satisfaction as differs from earlier studies in order to formulate the novelty of this research.

The distinctive aspect of this novelty lies in its innovative incorporation of moderating variables, marking a unique contribution to the research landscape. Specifically, researchers introduce customer satisfaction as a moderating factor, which can either reinforce or diminish the impact of the dependent variable, namely the purchasing decision. By integrating the consumer satisfaction variable, the study aims to elucidate the correlation between the purchasing decision process and Transmart's strategic move to close outlets for survival. Through this novel approach, the research endeavors to provide deeper insights into the phenomenon of Transmart outlet closures.

LITERATURE REVIEW

The quality of products significantly influences brand image, which in turn affects customer perception (Nalendra et al., 2019). Customers tend to choose brands with a positive image (Winarno et al., 2020), indicating a strong correlation between brand image and customer satisfaction. Individual perceptions of a brand contribute to this relationship (Rohmanuddin, 2022). The attributes associated with a brand shape consumer behavior, with positive brand perceptions enhancing customer satisfaction (Katoni & Sijabat, 2023).

Price is a key factor in determining the value of a product or service (Pratama, 2023). It reflects the product's utility and can increase with its perceived value (Aloysius et al., 2021). Accessibility also influences pricing, which in turn affects customer satisfaction. Appropriately set prices facilitate consumer access and usage, contributing to satisfaction (P. & K. Kotler, 2009). Empirical research supports that pricing impacts customer happiness (Mustary et al., 2022). Thus, pricing decisions are crucial in shaping customer purchasing behavior (Tambah, 2022; Nalendra & Aloysius, 2022).

A person's way of life that they adopt and employ is referred to as their lifestyle (Wolff et al., 2021). A significant influence from society can shape one's lifestyle. We refer to this effect as a trend. Trends can have a long-term or short-term impact on people's life (Ihsan & Sutedjo, 2022) An individual may choose to utilize and spend his money on a good or service as a result of this influence on how they see the world, make decisions, and manage their finances (Fahira et al., 2022).

Customer satisfaction can also be impacted by relationships based on lifestyle. Customers will be satisfied since the things sold will fulfill their lifestyles. Customers are affected by this. Customers will find the company more satisfying the better it can modify and adapt to their lifestyle. This is corroborated by research done by Darmianti, which found that lifestyle and purchasing happiness are related (Darmianti & Prabawani, 2019).

Customers' purchase decisions are influenced by their lifestyle; when a product can accommodate their needs and lifestyle, they feel as though the product is taking care of them (Wolff et al., 2021). The decision of a consumer to purchase and utilize a product is influenced by this ability. This is corroborated by research by Nuriati that reveals the connection between lifestyle and purchase decisions, leading to the conclusion that there is a very substantial connection (Nuriati et al., 2023) a significant effect on purchasing decisions.

Because it discusses the necessity of a product in order for there to be a relationship between brand image and customer pleasure, this assessment has an effect on the satisfaction of the consumer after feeling and using the product. The present study is consistent with the research conducted by Sularso, which revealed a correlation between brand image and customer happiness (Sularso, 2020). Furthermore, decisions on what to buy are influenced by brand perception. Consumer expectations of a brand are positively correlated with its perception (Ratnasari & Meliana, 2022). Consumers will choose to buy and use a brand if it can live up to their expectations. This relationship shows how brand perception affects consumers' decisions to buy. This is corroborated by Ihsan's research, which yields empirical results and shows a connection between customer happiness and brand image (Ihsan & Sutedjo, 2022)

In an economic transaction, the ultimate goal is customer happiness; that is, all products and services are created with the intention of satisfying customers (Simanjuntak et al., 2020). Each customer has a unique satisfaction value, which is based on a variety of aspects that might give customers with that value (Saparso, 2021).

Buying decisions can be viewed as a sequence of events that enable a customer to adopt a perspective for the purpose of selecting, choosing,

and using a product. Prior to deciding whether to use a product, purchasing decisions include careful consideration and deliberation. A connection exists between variables outside of a customer's immediate surroundings that may be taken into account when utilizing a product.

Consumer happiness and purchasing decisions are related in that when consumers are satisfied, they are more likely to utilize and acquire a product (Nuriati et al., 2023). This is consistent with study by Oktaviani, which found that decisions about what to buy might be influenced by the consumer happiness factor (Oktaviani & Hernawan, 2022).

Hypothesis

With the theory and previous research that supports this research, this study proposes several hypotheses which are formulated as follows:

- H₁, H₂, H₃: There is an individual influence between brand image, price, and lifestyle variables on customer satisfaction variables.
- H₄: There is a joint influence between brand image, price, and lifestyle variables on consumer satisfaction.
- H₅, H₆, H₇: There is an individual influence between brand image, price, and lifestyle variables on Purchasing Decision
- H₈: There is an influence of Consumer Satisfaction on purchasing decisions
- H₉: There is a joint influence between brand image, price, and lifestyle variables on purchasing decisions. The hypothesis of this study can be described in the research framework model as follows:

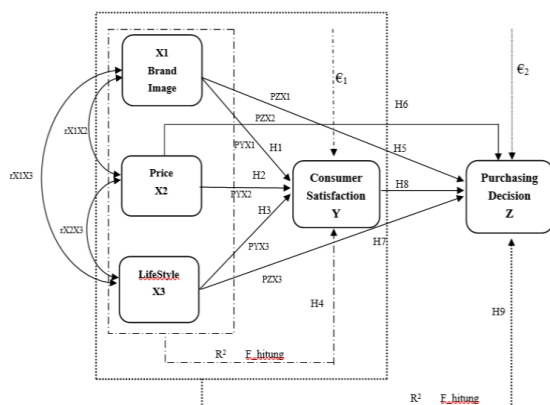


Figure 1. Research Framework Model

METHOD

This research is of the quantitative causative meaning that it searches for causal links resulting from the interaction of factors. To investigate the causal relationship between the variables that have been proposed in this study,

The research focused on a population of 240 respondents who shopped in the last six months at Transmart outlets with the criteria of having a Transmart member card, using the Slovin formula

obtained a sample of 150 people. The sampling technique used by researchers is convenience sampling technique where the subject is chosen because of the ease of access and location of the respondent, while the object under study is one of the closed Transmart outlets, namely Transmart ITC Cempaka Mas. Path analysis is used to calculate the relationship between variables, and test the relationship model between variables in the form of cause and effect.

RESULT AND DISCUSSION

The first step of the research is to test the instrument in the form of validity and reliability tests which aim to assess the instrument used is good. The test results are presented in table 1.

Table 1. The Result of Validating test

Items	Brand Image (X1)	Price (X2)	Life Style (X3)	Cons.Satisfaction (Y)	Purchase Decision (Z)
1	0.680	0.683	0.737	0.689	0.722
2	0.721	0.453	0.590	0.736	0.387
3	0.386	0.532	0.753	0.736	0.572
4	0.573	0.397	0.107*	0.854	0.771
5	0.772	0.649	0.619	0.389	0.634
6	0.636	0.561	0.746	0.440	0.703
7	0.704	0.612	0.736	0.549	0.834
8	0.844	0.497	0.854	0.716	0.722
9	0.387	0.737	0.369	0.569	0.610
10	0.776	0.594	0.440	0.732	0.497
11	0.466	0.753	0.549	0.573	0.737
12	0.025*	0.540	0.716	0.722	0.590
13	0.659	0.625	0.569	0.387	0.753
14	0.796	0.586	0.732	0.689	0.540
15	0.737	0.598	0.573	0.736	0.628
16	0.854	0.653	0.722	0.736	0.588
17	0.399	0.736	0.387	0.854	0.618
18	0.442	0.854	0.572	0.369	0.497
19	0.589	0.369	0.771	0.440	0.589
20	0.716	0.440	0.634	0.464	0.598
21	0.569	0.549	0.703	0.689	0.658
22	0.732	0.716	0.834	0.736	0.736
23	0.573	0.736	0.722	0.736	0.854
24	0.694	0.681	0.610	0.854	0.369
25	0.385	0.722	0.722	0.369	0.440

Table 1 reveals that item twelve of the X1 brand image variable and item four of the X3 lifestyle variable both contain invalid values. To ensure the accuracy and usability of the instrument results, these invalid values were excluded from the analysis. The remaining variables were validated, as their calculated t-values exceeded the threshold t-table value of 0.361, thus meeting the necessary criteria for validity.

To further confirm the consistency and dependability of the instrument, a reliability test was conducted. This test is essential for ensuring that the instrument consistently produces stable and reliable measurements over time. The results of the reliability analysis are summarized and presented in Table 2, providing a comprehensive overview of the instrument's reliability metrics.

Table 2. The Result of Reliability Test

Variable	Cronbach's Alpha	Result
Brand Image	0.929	Reliabel
Price	0.935	Reliabel
Life Style	0.927	Reliabel
Consumer Satisfaction	0.896	Reliabel
Purchasing Decision	0.954	Reliabel

The calculation results in table 2 reveal the empirical results that all variables used in this study are reliable where the resulting alpha value is greater than 0.6.

The next step, calculated the relationship between variables. Using path analysis which resulted in two sub-structure equations, namely the first substructure to see the influence between brand image, price, lifestyle on consumer satisfaction, and the second substructure to see the influence between brand image, price, lifestyle through customer satisfaction on purchasing decisions. This calculation is presented in table 3 as follows:

Table 3. Results of Recapitulation of path coefficients.

Hypo-thesis	Variable Effect	Causal Effect		Others	Total
		Direct	Indirect		
H ₁	X ₁ → Y	0,419			0,419
H ₂	X ₂ → Y	0,590			0,590
H ₃	X ₃ → Y	0,168			0,168
H ₄	X ₁ ,X ₂ ,X ₃ → Y	0,349		0,651	1
H ₅	X ₁ → Z	0,470			0,470
	X ₁ →Y→Z		0,169		0,639
H ₆	X ₂ → Z	0,726			0,726
	X ₂ →Y→Z		0,249		0,975
H ₇	X ₃ → Z	0,305			0,305
	X ₃ →Y→Z		0,170		0,475
H ₈	Y → Z	0,429			0,429
H ₉	X ₁ ,X ₂ ,X ₃ ,Y → Z	0,743		0,257	1

The results of the path coefficient presented in table 3, indicate the magnitude of the coefficient value between the brand image, price, lifestyle variable models on consumer satisfaction and purchasing decisions, both directly and indirectly, both individually and simultaneously, there is a positive influence. Thus the path sub-structure equation can be written:

$$Y = 0,419X_1 + 0,590X_2 + 0,168X_3 \dots\dots\dots(1)$$

$$Z = 0,470X_1 + 0,726X_2 + 0,305X_3 + 0,429Y_1 \dots\dots(2)$$

These results prove that all hypotheses proposed in this study can be accepted. These results also conclude that the largest variable that can influence customer satisfaction and purchasing decisions is the variable on price, which is at 59% and 72.6% of the dominance of this price variable is to state that every 59% increase in price will affect customer satisfaction with Trans Mart. This is evidenced by the indirect effect of the price variable

on purchasing decisions through customer satisfaction obtained by 16.9%, this proves that the prices applied to Transmart products are very competitive and even exceed the purchasing power of consumers so that they affect consumer satisfaction in buying at Transmart so that they decide to buy products.

These results also conclude that the biggest variable that can have an influence on customer satisfaction and purchasing decisions is the variable on price, which is at 59% and 72.6% of the dominance of this price variable wants to state that this is evidenced by the strategy of closing Transmart outlets at 8 strategic points. This closure would indicate that there was a decrease in consumers, this is evidenced by the value of the price effect on purchasing decisions which is at a value of 72.6%. This value is very dominant, so that with a price increase of 72.6%, it will influence the buyer's decision to buy at Transmart by 72.6%. With these empirical results, it is intended to state that the application of higher prices than its predecessor, Carefour, causes consumers to rethink shopping at Transmart. With these empirical results, it can be interpreted that the closure of Transmart outlets is due to reduced buyer interest in buying at Transmart.

This buying interest occurs because consumer decisions see the very high prices that apply at Transmart. That every 59% increase in price will affect consumer satisfaction with Trans Mart. This is evidenced by the indirect effect of the price variable on purchasing decisions through customer satisfaction obtained by 16.9%, this proves that the prices applied to Transmart products are very competitive and even exceed the purchasing power of consumers so that they affect satisfaction.

With these conditions, researchers propose managerial suggestions, namely that Transmart needs to be wise and careful in setting prices that apply at Transmart outlets, it is hoped that the prices given can reach all groups due to the high influence of the price variable on satisfaction and purchasing decisions.

The variable that has the highest influence on customer satisfaction and purchasing decisions which is at the second highest value is Brand Image. Brand image has an influence of 41.9% on customer satisfaction and 47% on consumer decisions. This can be interpreted that every increase in brand image by 41.9% and 47% will affect customer satisfaction and purchasing decisions by 41.9% and 47%. With the results of these calculations, it can be understood that the strength of Transmart's big name has an impact on customer satisfaction and purchasing decisions.

This is evidenced by the indirect effect between brand image on consumer decisions in buying products at Transmart through consumer satisfaction which gets 24.9%, this can be

interpreted that consumers image Transmart as a retail giant by selling quality products so that at high prices so that it gives an impact on consumers and results in consumer decisions to switch shopping from Transmart.

In addition, brand image in this study is proven to be in second place in influencing purchasing decisions and purchasing decisions so that when consumers find a price surge that is different from the previous Carefur, the image of Transmart changes to be different. Consumers see Transmart as no longer friendly in terms of price so that the brand image built through its predecessor, Carefure, collapses, thus affecting satisfaction and purchasing decisions. With these conditions, consumers gradually began to decide to switch to other outlets, causing Transmart to close.

The influence of brand image is 41.9% and 47% for customer satisfaction and purchasing decisions, so Transmart needs to rebrand regarding the image that is built, namely Transmart still provides affordable, cheap and friendly prices so that it can change the current image of Transmart. Managerial advice that can be given regarding the empirical results in this study is that Transmart management can pay attention to the influence of the brand image that has developed in the community that the image of Transmart no longer provides friendly prices like its predecessor, Carefour, so that rebranding is needed in various ways such as providing discount promos that can attract consumers and provide affordable prices so that the brand image built in the community can change.

The third influence is lifestyle. In this variable, it is in order no. 3 which has an influence on consumer satisfaction and purchasing decisions by 16.8% and 30.5%. Even though it is at a lower value, the lifestyle variable is able to influence customer satisfaction and purchasing decisions. This is evidenced by every increase of 16.8% and 30.5% will have an impact on customer satisfaction and purchasing decisions by 16.8% and 30.5%.

This states that lifestyle also has an impact on consumers in buying a product. The current trend where consumers are spoiled with digital markets and delivery messages that make it easier for consumers to shop also has an impact on Transmart consumers. They don't have to struggle to find a parking space and go far to shop so that this lifestyle change has an impact on direct shopping satisfaction which has an impact on consumer decisions in shopping at Transmart.

This is evidenced by the indirect effect that occurs between life style and purchasing decisions through consumer satisfaction in shopping which provides a value of 17%. With these empirical results, it can be concluded that one of the effects of changes in people's lifestyles is one of the causes of consumer management who shop at Transmart.

With these conditions, managerial advice that can be done is that Transmart must adapt to changes in existing trends, it is possible that Transmart can build digital applications so that the lifestyle of people who want practicality can be accommodated properly.

Empirical result is the value of the influence of the three variables, namely brand image, price and lifestyle, which jointly affect the variables of customer satisfaction and purchase decisions which produce empirical findings, namely the relationship value of 34.9% and 74.3%. These empirical results can be understood that the brand image, price and lifestyle variables together influence consumer satisfaction and decisions.

Another empirical finding is the relationship between customer satisfaction and purchasing decisions which is at 42.9%, which means that any increase in customer satisfaction value will result in a change in the value of purchasing decisions by 42.9%. With these empirical results, the managerial advice that can be given to Transmart is to maintain customer satisfaction which is influenced by the highest variables, namely price, brand image and life style.

Conclusion

The study's conclusion is that all of the hypotheses are supported by the available data, providing empirical support for the theory that Transmart's demise was caused by issues related to price, lifestyle, and brand image that impacted consumer happiness and purchase decisions.

This study produces empirical facts that one of the causes of some outlets being closed as Transmart's strategy in surviving is the influence of the price variable on purchasing decisions by 72.6% and price setting will affect customer satisfaction by 41.9%. This is reinforced by the indirect relationship between price and purchasing decisions through customer satisfaction of 16.9%.

Another empirical finding is that the effect of brand image has an effect of 41.9% on customer satisfaction and 47% on consumer decisions and the indirect effect between brand image on consumer decisions in buying products at Transmart through customer satisfaction which gets 24.9%.

Another finding is that brand image provides customer satisfaction and purchasing decisions by 16.8% and 30.5%. As well as an indirect effect of 17%. In addition, other empirical findings are that there is a 42.9% relationship between customer satisfaction and purchasing decisions.

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