

The Effect of Brand Image and Prosumer on Customer Satisfaction Madame Gie Beauty Brand

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Abstract

Changes in this era have given rise to many trends, especially in the beauty sector, such as skincare and makeup, which are starting to be popular with the public. This trend is also followed by several artists or influencers who initially only promoted beauty products and eventually produced their own brands of beauty products or are also known as prosumers. This prosumer trend is followed by Madame Gie, the brand from artist Gisella Anastasia. The target of this study is to observe the impact of brand image and consumer satisfaction on customer satisfaction on social media. Unlike other beauty brands, Madame Gie, which is owned by Gisella Anastasia, is also able to compete in this digital era with the help of social media such as Instagram which can ultimately give rise to a new phenomenon, namely prosumers and the existing brand image is also an important factor for customer satisfaction because this only happens on social media. This study used a quantitative method using a convenience sampling technique, the population was followers of the Madame Gie brand on Instagram. Next, the data obtained was processed using the SPSS application with a multiple linear regression test. This study found that brand image and prosumer variables had a positive impact on consumer satisfaction. Of the two independent variables, prosumers have a stronger influence in building customer satisfaction. Clear information about products and consumers who understand the beauty products needed by the market increase customer satisfaction.

Keywords: Digital Marketing, Consumer Engagement, Brand Perception, Social Media, Customer Satisfaction

1. Introduction

Currently, technology has become a fundamental aspect that everyone needs. Technology helps people access various types of information, serves as a means of communication, and supports other daily activities. One of the most commonly used tools for obtaining information and communication is social media, including platforms like Twitter, Facebook, Instagram, and others.

Social media is also useful as a medium for sharing information (Syaifullah & Anggraini, 2022). Instagram, in particular, is one of the most frequently used social media platforms today. In Indonesia, there are approximately 99.9 million active Instagram users (Riyanto, 2022). This technological advancement also contributes to the performance of public relations professionals, as their main role is to facilitate communication between companies or organizations and their publics (Kriyantono & Sa'diyah, 2018).

Many companies or brands now use Instagram to build brand image for the products they market. One of the tasks of public relations is indeed to develop and maintain a strong brand image. The current era has also given rise to many trends, particularly in the beauty industry, such as skincare and makeup, which are increasingly popular among the public (Prasetya & Azizah, 2024). People now have easier



access to information about makeup and skincare. One emerging trend is the development of hybrid products, which combine skincare and makeup into one practical beauty product (Arintya, 2021).

This trend is also followed by several artists or influencers who initially only endorsed beauty products but have now started creating their own beauty brands. These individuals are referred to as prosumers who is a combination of producers and consumers, meaning that influencers not only use and promote beauty products but also manufacture and market them through social media (Permitasari, 2019). Examples of local beauty brands owned by influencers or artists include BLP (By Lizzie Parra), SADA (Cathy Sharon), and Scarlett (Felicya Angelista).

Another example is Madame Gie, a brand founded by Indonesian artist Gisella Anastasia in 2018, with the tagline #CantikEkonomis (Economical Beauty), offering affordable makeup and skincare products (madamegie.com). Gisella Anastasia's popularity has contributed to the success of Madame Gie, whose affordable product offerings have attracted public attention and encouraged purchases. According to Schiffman et al. (2010), consumers tend to have more confidence in products that come from reputable brands. As a result, the image of the brand plays a crucial role in determining customer contentment. Brand image is considered one of the key factors in a company's success and business sustainability (Wiraditi & Sudibyo, 2020).

Besides brand image, other factors that influence customer satisfaction include product quality and service quality. Customers usually evaluate whether the product they purchase is of good quality and durable. Generally, high-quality products lead to increased customer satisfaction. Service quality is defined as the difference between what customers expect and the service they actually get (Sanosra et al., 2022). Improving customer satisfaction can be achieved through the delivery of top-notch service. Consequently, the reputation of a brand is key to ensuring customer happiness.

A previous study concluded that brand image and product quality significantly affect purchase intentions, while celebrity endorsements on Instagram do not have a significant impact (Hasanah & Giyartiningrum, 2022). Another relevant study by Permitasari (2019) found that respondents had different perceptions of the brand image dimensions, which could be influenced by their knowledge, habits, interests, and other factors. These variations suggest that BLP Beauty's brand image may not be perceived uniformly by all customers.

Unlike major beauty brands such as Wardah and Emina, which are produced by large corporations, Madame Gie which owned by Gisella Anastasia has been able to compete in the digital era through the help of social media like Instagram. This has led to the emergence of new phenomena such as prosumers and the increased relevance of brand image in shaping customer satisfaction, especially within the social media landscape.

The study aims to investigate how brand image and prosumer involvement impact customer satisfaction, particularly in the case of Madame Gie Cosmetics. As a beauty brand founded and owned by an influencer, Madame Gie stands out from other major cosmetic companies that typically have large corporate backing. Instead, Madame Gie relies heavily on social media platforms, particularly Instagram, to construct and communicate its brand image. This makes Instagram not just a marketing tool, but a strategic platform for shaping public perception and customer experience. The core objective of this study is to examine whether brand image and prosumer involvement where influencers not only endorse but also produce beauty products have a measurable impact on the satisfaction of customers who follow the brand's Instagram account. The findings are expected to offer both theoretical and practical contributions: theoretically, enriching the field of Public Relations by illustrating the dynamic between brand representation and customer response in the digital age; and practically, providing valuable insights for Madame Gie Cosmetics to assess and improve their customer engagement strategies through brand positioning and influencer-led initiatives.

2. Literature Review

2.1. Brand Image

Brand image refers to the overall representation of a brand as perceived by customers, formed through accumulated information that creates a lasting impression (Bramantya & Jatra, 2016). The formation of brand image in the minds of consumers can be measured through several factors. The first is strength, which refers to the brand's superiority or unique advantages not possessed by other brands (Kotler & Keller, 2014). The second is uniqueness, representing distinctive attributes that leave a particular impression in customers' minds. Lastly, it includes the brand's ability to create a memorable image that stays in the customer's memory.

A well-established brand image can significantly influence brand trust, which in turn affects customers' purchasing decisions (Fatmalla, 2018). In this context, brand trust plays a crucial role in shaping the purchasing decisions of Madame Gie's customers. There are three main factors supporting brand image:

- a. **Strength of Brand Associations:** This refers to the ease with which brand-related information can be obtained and remembered by consumers, making it easier for them to make purchase decisions.
- b. **Favorability of Brand Associations:** A successful marketing program creates brand associations that are perceived as beneficial by consumers. These associations reflect the completeness and relevance of product attributes to consumer expectations, leading to the formation of favorable brand attitudes. The evaluation of brand associations may vary depending on the consumer's goals for purchasing and using the product.
- c. **Uniqueness of Brand Associations:** This involves the distinctiveness of a brand that provides strong reasons for customers to choose the product. Uniqueness can be a determining factor in the brand's success (Permitasari, 2019).

2.2. Prosumer

A prosumer is a hybrid of producer and consumer, referring to individuals who simultaneously engage in production and consumption. The concept of prosumer has evolved through three waves: initially, people consumed only what they produced; in the second wave, society split into producers and consumers; and in the third wave, production shifted from "for use" to "for exchange."

In the digital era, anyone can become both a customer and a creator, especially through online platforms, thereby becoming a prosumer. On social media, prosumers are often represented by influencers or online personalities who begin by endorsing products and eventually produce their own products under their personal brand (Permitasari, 2019). The three indicators of a prosumer include customer trust, which forms the foundation for credibility as a prosumer; behavior, referring to the patterns in how individuals promote or create content or products; and expertise, representing the skills required to influence purchasing decisions effectively. Not all internet users can become successful prosumers, as building trust and credibility is essential in this role.

2.3. Customer Satisfaction

Customer satisfaction is defined as the consumer's response to whether a product meets their needs and expectations (Zeithaml et al., 2010). It can also be seen as an opinion formed after experiencing a product or service that aligns with their expectations (Kotler & Keller, 2014). According to Tinamberan et al. (2021), there are three core concepts in customer satisfaction:

- a. Overall Customer Satisfaction: This refers to a general evaluation of customer satisfaction. Customers are asked directly about their expectations and experience with a product or service, often by comparing it with other products.
- b. Repurchase Intention: This is measured by surveying whether customers intend to buy the product again.
- c. Willingness to Recommend: This indicator evaluates whether customers are willing to recommend the product to others. It is particularly useful in cases where repurchase cycles are long.

2.4. Conceptual Framework

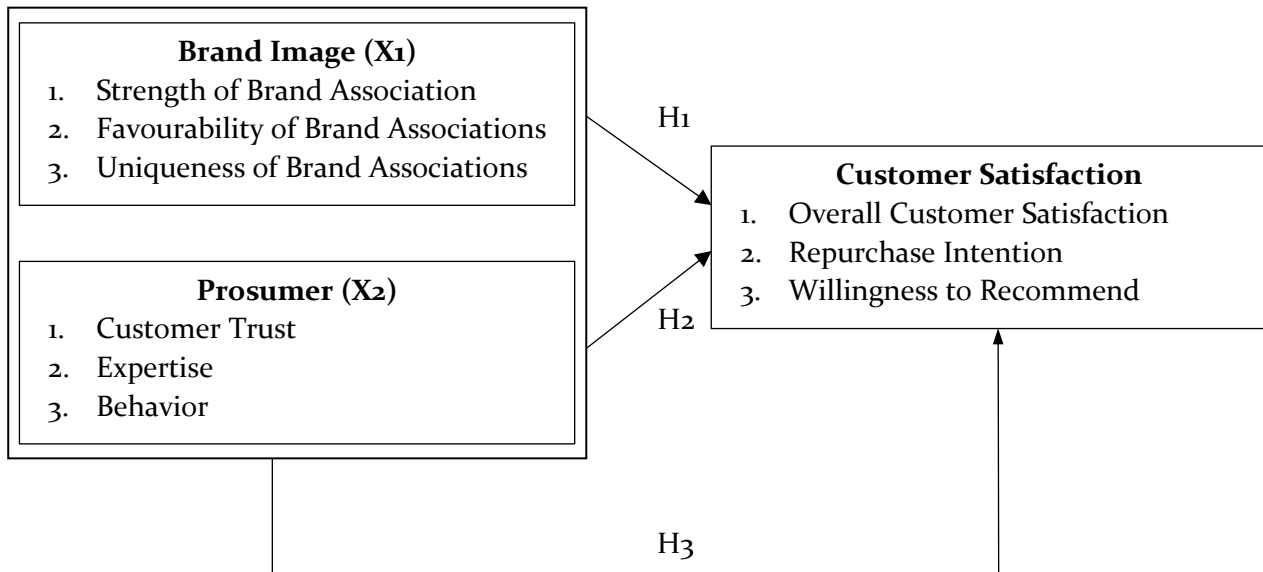


Figure 1. Conceptual Framework

2.5. Hypotheses

- a. Brand Image → Customer Satisfaction
 - H₀₁ : There is no influence of brand image on customer satisfaction.
 - H_{a1} : There is an influence of brand image on customer satisfaction.
- b. Prosumer → Customer Satisfaction
 - H₀₂ : There is no influence of prosumer on customer satisfaction.
 - H_{a2} : There is an influence of prosumer on customer satisfaction.
- c. Brand Image & Prosumer → Customer Satisfaction
 - H₀₃ : Brand image and prosumer do not influence customer satisfaction.
 - H_{a3} : Brand image and prosumer influence customer satisfaction.

3. Methods

This study employs a quantitative research approach. According to Febriana & Yulianto (2018), quantitative research involves collecting data in numerical form and analyzing it statistically to identify relationships and draw conclusions. This study aims to examine whether brand image and prosumer have an influence on customer satisfaction with Madame Gie products.

Data were collected using two main methods. First, a questionnaire was distributed online via Google Forms. This structured questionnaire consisted of closed-ended questions with predetermined

answer choices, allowing respondents to select their responses directly (Saidi, 2017). Second, secondary data were obtained through a review of relevant literature, scientific articles, and journals to support and strengthen the analysis.

The sampling method used was convenience sampling, where respondents were selected based on specific criteria (Parashakti & Setiawan, 2019). The analysis was performed using multiple linear regression, to determine the direction and strength of relationships between independent variables (brand image and prosumer) and the dependent variable (customer satisfaction), as well as to predict changes in the dependent variable (Matulessy & Tambunan, 2023).

The population for this study consisted of followers of Madame Gie's Instagram account, and the sample was defined as female followers aged 18–30 who had followed the account since 2019 and had purchased Madame Gie products. Because the exact population size was unknown, Lemeshow's formula (1997) was used to determine the sample size:

$$n = \frac{z^2 P(1 - P)}{d^2}$$

Where:

n = required sample size

Z = Z-score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = alpha (0.1) or sampling error 10%

Calculation:

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.01} = 96.04$$

The result was rounded to 100 respondents to minimize the presence of invalid data. Data obtained from the questionnaire were analyzed using SPSS. The responses were measured using a four-point Likert scale, where Strongly Agree (SS) was scored as 4, Agree (S) as 3, Disagree (TS) as 2, and Strongly Disagree (STS) as 1.

4. Results and Discussion

This research was conducted by distributing questionnaires through Google Forms to 100 respondents who have been followers of Madam Gie since 2019 and have made purchases of Madam Gie products, meeting the predetermined sample size and criteria. The majority of respondents were aged 18-25 years (92.7%), while those aged 25-30 years comprised only 7.3%. The respondents' statements in this research were tested using validity and reliability tests to determine the appropriateness of data obtained from respondents, and multiple linear regression tests were conducted to determine the influence of each variable.

4.1. Research Results

4.1.1. Validity and Reliability Test Results

Table 1. Validity and Reliability Test

Variable	Indicator	Valid	Reliable	Description
Brand Image (X ₁)	X _{1.1}	0.625	0.800	Valid & Reliable
	X _{1.2}	0.660		
	X _{1.3}	0.563		
	X _{1.4}	0.676		
	X _{1.5}	0.567		
	X _{1.6}	0.586		
	X _{1.7}	0.630		
	X _{1.8}	0.641		
	X _{1.9}	0.653		
Prosumer (X ₂)	X _{2.1}	0.647	0.850	Valid & Reliable
	X _{2.2}	0.708		
	X _{2.3}	0.586		
	X _{2.4}	0.731		
	X _{2.5}	0.660		
	X _{2.6}	0.662		
	X _{2.7}	0.755		
	X _{2.8}	0.607		
	X _{2.9}	0.712		
Customer Satisfaction (Y)	Y ₁	0.589	0.858	Valid & Reliable
	Y ₂	0.607		
	Y ₃	0.681		
	Y ₄	0.636		
	Y ₅	0.733		
	Y ₆	0.753		
	Y ₇	0.718		
	Y ₈	0.698		
	Y ₉	0.731		

The validity test results show that the three variables - brand image, prosumer, and customer satisfaction - have Pearson correlation values > 0.5, which strengthens the research validity. The reliability test results also show Cronbach's Alpha values greater than 0.5.

As shown in Table 1, all statements included in variable X₁ (Brand Image) have a Cronbach's Alpha value of 0.800. Variable X₂ (Prosumer) has a Cronbach's Alpha value of 0.850. Variable Y (Customer Satisfaction) has a Cronbach's Alpha value of 0.858.

4.1.2. Coefficient of Determination Test

Table 2. Coefficient of Determination Test

Model Summary				
Model	R	R-Square	Adjusted R-Square	Std. Error of the estimate
1	.811 ^a	.658	.651	1.902

a. Predictors: (Constant), TOTAL_X₂, TOTAL_X₁

Based on Table 2, the Adjusted R Square value shows 0.651, meaning that brand image and prosumer have an influence on customer satisfaction of 65.1%. The remaining 34.9% is influenced by other variables not included in this research.

4.1.3. Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test

Coefficient ^a					
Model		Unstandardized Coefficient		Standardized Coefficient	T
		B	Std. Error	Beta	
1	(Constant)	4.741	2.072		2.288
	TOTAL_X1	.303	.100	.276	3.033
	TOTAL_X2	.562	0.88	.582	6.398

a. Dependent Variable: TOTAL_Y

Table 3 shows results of 0.303 for variable X₁ (brand image) and 0.562 for variable X₂ (prosumer), indicating that variable X₂ (prosumer) has a greater influence on customer satisfaction. Based on these results, the multiple linear regression equation is $Y = 4.741 + 0.303 X_1 + 0.562 X_2 + e$, which means:

- Constant (α) = 4.741 represents the baseline level of Customer Satisfaction (Y) when both Brand Image (X₁) and Prosumer (X₂) variables are zero, assuming all other factors remain constant. It means that even without the influence of these variables, Customer Satisfaction starts at 4.741.
- Brand Image regression coefficient = 0.303 signifies that for every one-unit increase in the Brand Image variable, Customer Satisfaction is expected to increase by 0.303 units, holding other variables constant.
- Prosumer regression coefficient = 0.562 indicates that a one-unit increase in the Prosumer variable will result in a 0.562-unit increase in Customer Satisfaction, assuming other factors remain unchanged.

From Table 3, it is evident that Prosumer (X₂) has the highest influence value in creating customer satisfaction at 0.562, while Brand Image has a lower value of 0.303.

4.1.4. Hypothesis Testing

a. Hypothesis Testing with T-Test

The results from Table 3 indicate that the brand image variable has a significance value of 0.003, suggesting that H₁ is supported and there is a relationship between brand image and customer satisfaction. Similarly, the significance value for the prosumer variable is 0.000, indicating that H₂ is supported and there is a connection between prosumer and customer satisfaction.

b. Hypothesis Testing with F-Test

Table 4. F-Test Results

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	675.368	2	337.684	93.368
	Residual	350.822	97	3.617	
	Total	1026.190	99		

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

As per the rules of hypothesis testing in the F-test, when the Sig value is less than 0.05, the hypothesis is deemed acceptable. By examining Table 4, where the Sig value is determined to be 0.000, we can infer that H₃ is supported, indicating that both brand image (X₁) and prosumer (X₂) impact customer satisfaction (Y) simultaneously.

4.2. Discussion

4.2.1. The Influence of Brand Image on Customer Satisfaction

Based on the questionnaire results for the brand image variable, respondents view the "Strength of brand associations" dimension very positively because the information displayed or provided on Madame Gie's Instagram is easy to remember and understand, thus encouraging customers to make purchases.



Figure 2. Information displayed on Instagram
Source: Madame Gie Instagram (2023)

As shown in Figure 2, the information displayed consists of content explaining the ingredients in products and benefits after use. Having a positive brand image is revealed to be a crucial element in satisfying customers, as supported by previous studies conducted by Hatta (2015), which states that brand image influences customer satisfaction through explanations about product functions, benefits, and value.

4.2.2. The Influence of Prosumer on Customer Satisfaction

Based on the questionnaire results for the Prosumer variable, respondents view the behavioral dimension as generally positive. Several cases shown in Figure 3 include products containing hazardous materials and the spread of explicit videos involving Gisella Anastasia, which did not affect customers' desire to buy and use Madame Gie products.



Figure 3. Madame Gie Cases (2023)
Source: Madame Gie Instagram (2023)

This research aligns with research conducted by Permitasari (2019), stating that a prosumer or beauty influencer has understanding of various products and beauty trends that are greatly needed by customers. Therefore, the products produced are very suitable for customer desires.

4.2.3. The Influence of Brand Image and Prosumer on Customer Satisfaction

Based on the conducted research, there is a fairly strong influence between Brand Image and Prosumer on Customer Satisfaction. Products produced by Madame Gie match existing market needs, and the information displayed clearly explains various product functions and problems faced by Madame Gie. Thus, the Madame Gie brand gains trust and satisfaction from customers. According to the coefficient values, brand image influences customer satisfaction by 0.303, and prosumer influences brand awareness by 0.562. Therefore, variable X₂ (prosumer) is dominantly more influential, consistent with the questionnaire data results.

5. Conclusion

According to this research, it can be inferred that the brand image variable has a limited impact on customer satisfaction. The most influential aspect in the brand image variable is the intensity of brand connections. Similarly, the prosumer variable also has a partial influence on customer satisfaction, with behavior emerging as the most dominant dimension. Brand image and prosumer variables both have a noticeable impact on customer satisfaction with the Madame Gie brand when examined together. Out of the two factors, the prosumer variable stands out as having a stronger influence on customer satisfaction.

It is recommended that the Madame Gie brand further enhance the communication of product benefits. This can be achieved by creating informative content and distributing it through Instagram, allowing customers to better understand product quality and match their needs with market demands. This research may also serve as a reference for future studies exploring the relationship between brand image, prosumer behavior, and customer satisfaction.

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