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# A Quantitative Study of the Influence of Micro and Macro Influencers on Brand Awareness with Electronic Word of Mouth (eWOM) as a Mediation Variable on TikTok Users

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***Abstract***

*This study seeks to investigate the mediating function of Electronic Word of Mouth (eWOM) in connecting the impact of Micro Influencers and Macro Influencers on Brand Awareness among TikTok users. In the evolution of digital marketing, Electronic Word of Mouth (eWOM) has emerged as a significant force influencing consumer perception and behavior, particularly through user interactions such as comments, reviews, and recommendations on social media. This study employs a quantitative methodology via a poll of 300 current TikTok users who have engaged with material from both Micro and Macro Influencers. Data were gathered via an online questionnaire and evaluated using linear regression and the Sobel Test for mediation in SPSS. The study's findings demonstrate that Micro Influencers and Macro Influencers exert a substantial impact on Electronic Word of Mouth (eWOM). Moreover, Electronic Word of Mouth (eWOM) has been shown to impact Brand Awareness significantly. The mediation test results demonstrate that Electronic Word of Mouth (eWOM) significantly mediates the relationship between influencers and Brand Awareness. The results indicate that influencers' efficacy in enhancing brand awareness relies not solely on audience reach but also on their capacity to foster interaction and communication among users through Electronic Word of Mouth (eWOM).*

***Keyword:*** *Micro-Influencers, Macro-Influencers, Electronic Word of Mouth, Brand Awareness, TikTok*

## INTRODUCTION

Influencer marketing has become a core strategy in the global digital landscape, particularly on the short-form video-sharing platform TikTok, which offers massive market reach potential. Data shows that TikTok users in Indonesia will reach over 157 million by 2024, making it one of the largest and most active digital consumer bases (Setiawan & Muamar, 2025). This growth is driven by its short, dynamic, and interactive visual content format, which is effective in reaching Millennial and Generation Z audiences (Laraskana & Sakir, 2025). This group is considered a digital native, accustomed to using digital technology and social media in their daily lives (Brenda & Puspita, 2025). The development of e-commerce and social media has also changed consumer behavior in the decision-making process. Consumers no longer rely solely on information from companies but also consider reviews, comments, and recommendations shared by other users on digital platforms (Nabilah, Putri, & Putri, 2025). This phenomenon is known as Electronic Word of Mouth (eWOM), which is a form of communication between consumers through electronic media that contains experiences, reviews, and recommendations for a product or brand (Putri, 2025). In digital marketing strategies, a primary objective is Brand Awareness, defined as customers' capacity to identify and recall a brand across diverse contexts (Wardhana, 2025). Furthermore, Brand Awareness refers to a consumer's ability to recognize a brand among the multitude of available options (Alexis & Puspita, 2025). The use of influencers on the TikTok platform is also supported by an algorithm system that allows

for the widespread and rapid distribution of content, thereby increasing the effectiveness of digital marketing (Wijaya & Putri, 2025).

Influencer selection is a crucial strategic decision, especially in determining between Macro Influencers who have a broad reach and Micro Influencers who have a higher level of closeness to the audience. Macro Influencers like Rachel Vennya and Tasya Farasya tend to be effective in increasing broad brand exposure, while Micro Influencers like Regina Bundiarti and Yohana Djong have a higher level of engagement, thus creating more intense interactions with the audience (Febriani, Rahmanto, & Muhammad, 2022). Interactions that occur between social media users, such as leaving comments, sharing content, and providing recommendations, are tangible forms of Electronic Word of Mouth (eWOM) that can expand the dissemination of information about a brand. Electronic Word of Mouth (eWOM) also plays a crucial role in increasing Brand Awareness because information conveyed by other users is considered more objective than direct promotions from the company (Putri, 2025).

The current research gap indicates a paucity of studies investigating the comparative impact of Micro Influencers and Macro Influencers on Brand Awareness, while accounting for the mediating effect of Electronic Word of Mouth (eWOM). Most previous studies still focus on direct influence without examining the mechanisms of digital interactions that occur between users. Referring to the Stimulus-Organism-Response (S-O-R) framework, Influencers act as stimuli, Electronic Word of Mouth (eWOM) as the interaction process (organism), and Brand Awareness as the resulting response. Thus, Electronic Word of Mouth (eWOM) is an important variable that bridges the influence of Influencers on Brand Awareness.

This study aims to investigate the mediating effect of Electronic Word of Mouth (eWOM) on the interaction between Micro-Influencers and Macro-Influencers regarding Brand Awareness among TikTok users. This research aims to offer theoretical advancements in digital marketing studies and practical insights for marketers in formulating more effective influencer strategies.

**Micro and Macro Influencers**

Social media influencers are individuals who possess the persuasive power to influence the attitudes and purchasing decisions of their followers. This power stems from the audience's perception of their credibility. Influencer classification is based on follower count and has distinct strategic implications for marketing (Febriani, Rahmanto, & Muhammad, 2022). In the context of the TikTok platform, this classification is outlined as follows: Macro Influencers: Have a broad audience reach, with followers ranging from 100,000 to millions. They are considered to have high credibility in terms of expertise and attractiveness. This type of influencer is highly effective for brand awareness and reaching a massive market. In this study, subjects classified as Macro Influencers include: Rachel Vennya, Keanu AGL, Abel Cantika, Tasya Farasya, Shadira Firdausi and Amanda Zahra. Micro Influencers: Have a following between 10,000 and 100,000. Their strength lies in stronger social

connections, which in turn encourages more intense interactions and high audience engagement (Plasnajaya, Yulianto, & Rosalina, 2020). Micro Influencers tend to generate higher levels of engagement, thus encouraging communication between users in the form of electronic word of mouth (Astuti & Nugroho, 2021). Examples of Micro Influencers in this study are: Regina Bundiarti, Yohana Djong, Lisha Ameilya, Raden Anik, Andy Yanata and Agnes Oryza. This study comparatively examines how the differences in Macro (reach) and Micro (engagement) characteristics influence TikTok users' brand awareness.

**Criteria for Micro and Macro Influencers on the TikTok Platform**

In digital marketing practices on social media, particularly TikTok, influencer classification is generally determined by the number of followers as a primary indicator of audience reach and the scale of an influencer's influence. Follower count is widely used in digital marketing research because it is objective and easily measurable (Febriani, Rahmanto, & Muhammad, 2022). Micro-influencers on TikTok typically have followers ranging from 10,000 to 100,000. These influencers have a more niche audience and a high level of engagement with their followers, enabling them to foster more active user interaction and generate electronic word of mouth (eWOM) (Astuti & Nugroho, 2021).

Meanwhile, macro influencers are influencers with a larger following, ranging from 100,000 to millions of followers. Macro influencers have the advantage of creating broad audience reach and massively increasing brand exposure, making them effective in building brand awareness (Febriani, Rahmanto, & Muhammad, 2022). Thus, the grouping of Micro Influencers and Macro Influencers based on the number of followers is a relevant basis in this study, and is used as an operational indicator to analyze its influence on Electronic Word of Mouth (eWOM) and Brand Awareness on TikTok users.

**Electronic Word of Mouth (eWOM)**

Electronic Word of Mouth (eWOM) is a mediating variable in this study, which plays a role in the interaction process between consumers in the digital environment. Electronic Word of Mouth (eWOM) is defined as communication between electronic media users containing reviews, comments, and recommendations regarding a product or brand that can influence the perceptions of other consumers (Putri, 2025). Unlike traditional marketing communications, electronic word of mouth (eWOM) is more interactive and not directly controlled by the company. Information originating from other users is considered more objective and credible, thus having a strong influence on consumer attitudes and decisions. In the context of social media like TikTok, electronic word of mouth (eWOM) is formed through user interactions such as comments, content sharing, and online discussions. The higher the level of interaction, the wider the dissemination of information about a brand. Thus, electronic word of mouth (eWOM) acts as a mechanism that bridges the influence of influencers on brand awareness, where content delivered by influencers can trigger user interactions that then increase brand awareness.

**Brand Awareness**

Brand awareness is an endogenous variable and the ultimate goal of this study. Brand awareness is defined as a consumer's ability to recognize and remember a brand under various conditions (Wardhana, 2025). Theoretically, Brand Awareness is the initial stage in the Hierarchy of Effects Model, which places awareness as a cognitive process before the formation of consumer attitudes and actions (Setiawan & Muamar, 2025). This aligns with the findings of Lestari and Nursiana (2021), who emphasized that building consumer awareness is the primary goal of marketing activities to ensure a brand remains in consumers' minds when they make purchasing decisions (Lestari & Nursiana, 2021). Brand awareness is assessed by two primary dimensions: Brand Recognition, defined as the consumer's capacity to recognize a brand upon visual exposure, and Brand Recall, characterized by the consumer's ability to spontaneously retrieve a brand based only on the product category (Fatmasari & Barusman, 2025). The use of Influencers on TikTok has proven effective in increasing Brand Awareness (Laraskana & Sakir, 2025), both through wide reach (Macro Influencers) and through high interaction that encourages the formation of Electronic Word of Mouth (eWOM) (Micro Influencers).

Based on the research gap and the rapid development of influencer marketing on TikTok, this study formulates several research problems. First, whether Micro Influencers and Macro Influencers significantly influence Electronic Word of Mouth (eWOM) among TikTok users. Second, whether Electronic Word of Mouth (eWOM) significantly affects Brand Awareness. Third, whether Electronic Word of Mouth (eWOM) mediates the relationship between Micro Influencers and Macro Influencers on Brand Awareness among TikTok users.

## METHOD

This study employed a descriptive quantitative method, aiming to explain and depict the influence of Micro-Influencers and Macro-Influencers on Brand Awareness, with Electronic Word of Mouth (eWOM) as a mediating variable among TikTok users. The descriptive quantitative method was used because it can objectively explain the relationship between variables through statistically analyzed numerical data (Sugiyono, 2022).

**Population and Sample**

The study's sample comprised TikTok users in Indonesia who had engaged with content from both micro- and macro-influencers. Due to the uncertain population size, a non-probability sampling strategy, namely purposive sampling, was employed, selecting samples based on factors pertinent to the research aims (Sugiyono, 2022). The criteria for respondents in this study were: active TikTok users, those who have engaged with content from micro and/or macro influencers, and a minimum age of 14 years.

Based on sample size guidelines in quantitative research, which refer to Roscoe's theory, a suitable sample size ranges from 30 to 500 respondents. Consequently, this study established a sample size of 300 respondents to enhance the reliability, precision, and

robustness of the statistical analysis. Data were mostly collected via an online questionnaire disseminated through Google Forms and posted on social media (Anggraeni, Febriansah, & Sari, 2026)..

**Data Collection Techniques**

The data used in this study are primary data obtained through questionnaires distributed to respondents. Questionnaires were used as a research instrument because they are able to collect data directly, systematically, and structured according to the research variable indicators (Sugiyono, 2022).

**Measurement Scale**

This study employed a five-point Likert scale to assess respondents' attitudes, opinions, and perceptions regarding the research subject (Sugiyono, 2022). The employed measuring scale is as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

**Data Analysis Techniques**

Data analysis in this study was performed using the Statistical Package for the Social Sciences (SPSS). SPSS is widely used in marketing research to examine relationships and statistical effects among variables. This study's data analysis stages included validity and reliability testing, classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and mediation testing via the Sobel Test to assess the mediating role of Electronic Word of Mouth (eWOM).

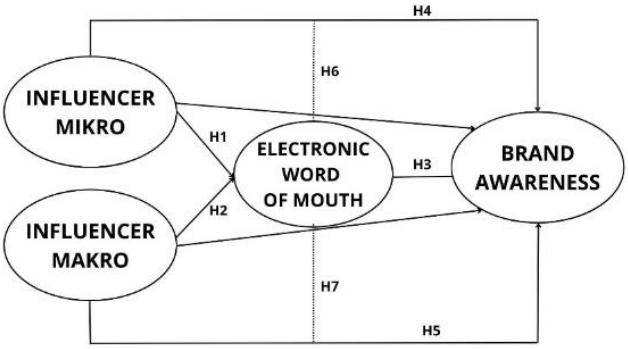



**Figure 1. Research Framework**

**Research Hypothesis:**

H1: Micro Influencers have a positive and significant effect on Electronic Word of Mouth (eWOM) among TikTok users.

H2: Macro Influencers have a positive and significant effect on Electronic Word of Mouth (eWOM) among TikTok users.

H3: Electronic Word of Mouth (eWOM) has a positive and significant effect on Brand Awareness among TikTok users.

H4: Micro Influencers have a positive and significant effect on Brand Awareness among TikTok users.

H5: Macro Influencers have a positive and significant effect on Brand Awareness among TikTok users.

H6: Electronic Word of Mouth (eWOM) mediates the effect of Micro Influencers on Brand Awareness among TikTok users.

H7: Electronic Word of Mouth (eWOM) mediates the effect of Macro Influencers on Brand Awareness among TikTok users.

**RESULTS AND DISCUSSION**

This study successfully collected data from a total of 300 respondents who are active users of the TikTok platform. All participants have met the selection criteria, namely having seen or followed promotional content carried out by micro and macro influencers, and having an interest in the promoted brand. The respondent profile based on gender shows that the majority of respondents are female, with 162 people (54%), while 138 are male (46%). Based on age demographics, the majority of respondents are in the 14–29 year age range with a total of 202 people (67.3%), followed by respondents aged 30–45 years with 86 people (28.7%), and respondents aged 46–61 years with 12 people (4%). This indicates that the younger age group remains the main audience that actively interacts with influencer content on the TikTok platform. Based on the intensity of TikTok usage, the majority of respondents (106 respondents) use TikTok daily, followed by 94 (31.3%) who use TikTok 3–5 times a week, 85 (28.3%) who use TikTok 1–2 times a week, and the remaining 15 (5%) who rarely or never use TikTok. Furthermore, the majority of respondents (290 respondents) have seen or followed macro influencers promoting on TikTok, while only 10 (3.3%) stated they had not. A similar trend was observed for Micro Influencers, with 287 respondents (95.7%) stating they had seen or followed them, and 13 (4.3%) stating they had not.

All data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 26 to test the research model rigorously. The analysis encompasses the assessment of the instrument's validity and reliability, along with the examination of causal relationships between variables, to ascertain the precision of the findings on the impact of Micro and Macro Influencers on Brand Awareness, with Electronic Word of Mouth (eWOM) serving as a mediating variable.

**Table 1. Respondent Characteristics**

| Category | Information | Amount | Percentage |
|---|---|---|---|
| **Gender** | **Female** | 162 | 54% |
| | **Male** | 138 | 46% |
| **Age** | **14 - 29 Years** | 202 | 67,3% |
| | **30 - 45 Years** | 86 | 28,7% |
| | **46 – 61 Years** | 12 | 4% |
| **How often do you use TikTok in a week?** | **Every Day** | 106 | 35,4% |
| | **3–5 times a week** | 94 | 31,3% |
| | **1–2 times a week** | 85 | 28,3% |
| | **Rarely / Never** | 15 | 5% |
| **Have you ever seen or followed the accounts of Macro Influencers (e.g., Rachel Vennya, Keanu AGL, Abel Cantika, Tasya Farasya, Shadira Firdausi, and Amanda Zahra) who promote on TikTok?** | **Yes** | 290 | 96.7% |
| | **No** | 10 | 3,3% |
| **Have you ever seen or followed the accounts of Micro Influencers (e.g., Regina Bundiarti, Yohana Djong, Lisha Ameily, Raden Anik, Andy Yanata, and Agnes Oryza) who promote on TikTok?** | **Yes** | 287 | 95,7% |
| | **No** | 13 | 4,3% |

**Source: Data processed by the author 2026**

After describing the respondents' characteristics, the next step in this research is to operationalize the variables. Variable operationalization is the process of translating abstract concepts into a form that can be empirically measured through specific indicators. This process aims to ensure that the variables under study can be observed and measured objectively, resulting in accurate and scientifically accountable data.

In quantitative research, variable operationalization plays a crucial role as it forms the basis for developing research instruments, such as questionnaires. Good variable operationalization will help researchers avoid differing interpretations of the concepts under study and ensure that each indicator accurately represents the variable. This aligns with research stating that variable operationalization requires the formulation of clear indicators so that abstract concepts can be transformed into measurable empirical data (Lasmita & Muspawi, 2024).

Furthermore, the operationalization of variables must be based on relevant theory and credible previous research. This is crucial to

ensure the validity and reliability of the research instruments used. With appropriate indicators, researchers can measure variables consistently and obtain more accurate research results. Furthermore, the operationalization of variables is also related to the determination of the measurement scale used in the study, such as the Likert scale, which allows researchers to systematically measure respondents' perceptions (Iba & Wardhana, 2024).

Therefore, the operationalization of variables in this study was systematically structured based on relevant theory, so that each variable—Micro Influencers, Macro Influencers, Electronic Word of Mouth (eWOM), and Brand Awareness—can be measured using clear and structured indicators. This is expected to produce valid and reliable data and optimally support the achievement of research objectives.

**Table 2. Operational Table**

| Variable | Variable Definition | Indicator | Research Scale | References |
|---|---|---|---|---|
| **Micro Influencer ($X_1$)** | Public figures with a relatively small number of followers but high levels of engagement are perceived as more authentic by audiences on the TikTok platform. | 1. Perception of influencer.<br>2. Trust in information.<br>3. Appearance attractiveness.<br>4. Content delivery method.<br>5. Content appropriateness to the product.<br>6. Lifestyle appropriateness to the brand image. | Likert point scale 1–5 | (Putri G. A., 2025) |
| **Macro Influencers ($X_2$)** | Public figures with a large following and a wide audience reach can convey information or promote products on TikTok. | 1. Perception of influencer.<br>2. Trust in information.<br>3.Appearance attractiveness.<br>4. Content delivery method.<br>5. Content appropriateness to the product. | Likert point scale 1–5 | (Putri G. A., 2025) |

| | | | | |
|---|---|---|---|---|
| | | 6. Lifestyle appropriateness to the brand image. | | |
| ***Brand Awareness* (Y)** | The ability of consumers to recognize, remember, and identify a brand and differentiate it from other brands after seeing a promotion on TikTok. | 1. Recognizing the brand logo.<br>2. Remembering the brand name.<br>3. Recognizing the brand tagline.<br>4. Awareness of the brand's existence.<br>5. Differentiating the product from other brands.<br>6. Knowing the product being offered.<br>7. Recognizing the brand's distinctive sound/song.<br>8. Mentioning the brand being promoted.<br>9. Feeling familiar with the brand. | Likert point scale 1–5 | (Rahmawati, et al., 2025) |
| ***Electronic Word of Mouth* (eWOM) (Z)** | Electronic Word of Mouth (eWOM) is a form of communication between consumers through online platforms regarding experiences, opinions, and recommendations about a product or brand that can influence consumer perceptions and decisions. | 1. Reading online reviews/comments.<br>2. Seeking information through social media.<br>3. Trust in online reviews.<br>4. Recommendations from other users.<br>5. Sharing experiences/opinions online.<br>6. Influence of online reviews on purchase intention. | Likert point scale 1–5 | (Salma, 2025) (Aridho, 2025) |

**Source: Data processed by the author 2026**

This study involved instrument testing to verify that each questionnaire item accurately measured the variables under investigation. The variables employed comprised Micro Influencers (X1), Macro Influencers (X2), Electronic Word of Mouth (eWOM) as the mediating variable (Z), and Brand Awareness as the dependent variable (Y). Testing was performed using SPSS version 26, including validity and reliability assessments. Validity testing seeks to ascertain the precision of each item in evaluating the study variables. In SPSS, this test is performed by examining the correlation coefficient between the item score and the total score (Pearson Correlation). An item is deemed legitimate if the computed r value exceeds the tabulated r at a significance level of 5% (0.05). A reliability test was performed to assess the consistency of respondents' responses. This assessment uses Cronbach's Alpha, which considers a variable dependable if it exceeds 0.60. Upon the completion of both tests, the research instrument is deemed appropriate for subsequent analysis.

**Table 3. Validity and Reliability Test Results**

| No | Variable | Indicator | R Calculated | R Tabel | Description | Cronbach Alpha | Description |
|---|---|---|---|---|---|---|---|
| 1 | **Micro Influencer (X1)** | X1.1 | 0.785 | 0.11 | VALID | 0.882 | RELIABLE |
| | | X1.2 | 0.807 | 0.11 | VALID | | |
| | | X1.3 | 0.777 | 0.11 | VALID | | |
| | | X1.4 | 0.782 | 0.11 | VALID | | |
| | | X1.5 | 0.803 | 0.11 | VALID | | |
| | | X1.6 | 0.805 | 0.11 | VALID | | |
| 2 | **Macro Influencer (X2)** | X2.1 | 0.749 | 0.11 | VALID | 0.863 | RELIABLE |
| | | X2.2 | 0.754 | 0.11 | VALID | | |
| | | X2.3 | 0.787 | 0.11 | VALID | | |
| | | X2.4 | 0.763 | 0.11 | VALID | | |
| | | X2.5 | 0.782 | 0.11 | VALID | | |
| | | X2.6 | 0.795 | 0.11 | VALID | | |
| 3 | **Brand Awareness (Y)** | Y1.1 | 0.806 | 0.11 | VALID | 0.928 | RELIABLE |
| | | Y1.2 | 0.809 | 0.11 | VALID | | |
| | | Y1.3 | 0.742 | 0.11 | VALID | | |
| | | Y1.4 | 0.800 | 0.11 | VALID | | |
| | | Y1.5 | 0.823 | 0.11 | VALID | | |
| | | Y1.6 | 0.783 | 0.11 | VALID | | |
| | | Y1.7 | 0.831 | 0.11 | VALID | | |
| | | Y1.8 | 0.780 | 0.11 | VALID | | |
| | | Y1.9 | 0.797 | 0.11 | VALID | | |
| 4 | **Electronic Word of** | Z1.1 | 0.788 | 0.11 | VALID | 0.877 | RELIABLE |
| | | Z1.2 | 0.764 | 0.11 | VALID | | |

| No | Variable | Indicator | R Calculated | R Tabel | Description | Cronbach Alpha | Description |
|---|---|---|---|---|---|---|---|
| | Mouth (eWOM) (Z) | Z1.3 | 0.803 | 0.11 | VALID | | |
| | | Z1.4 | 0.789 | 0.11 | VALID | | |
| | | Z1.5 | 0.772 | 0.11 | VALID | | |
| | | Z1.6 | 0.806 | 0.11 | VALID | | |

**Source: Data processed by the author 2026**

The validity and reliability test results in Table 3 indicate that all statement items for the variables Micro Influencer (X1), Macro Influencer (X2), Brand Awareness (Y), and Electronic Word of Mouth (eWOM) as a mediating variable (Z) exhibited a calculated r-value exceeding the r-table value of 0.11. Consequently, all indicators included in this study were deemed valid and appropriate for subsequent investigation. The reliability test results indicated that all variables had Cronbach's Alpha values above 0.60, indicating satisfactory internal consistency. Consequently, it can be inferred that the study instrument is dependable and proficient at generating consistent data in analogous conditions.

**Table 4. Normality Test Results**

| Variable | Kolmogorov-Smirnov Sig. | Standard | Result |
|---|---|---|---|
| **Unstandardized Residual** | 0.200 | > 0.05 | Normally Distributed |

**Source: Data processed by the author 2026**

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value was 0.200. This value is greater than the 0.05 significance level, indicating that the data is normally distributed. Thus, it can be concluded that the regression model in this study has met the assumption of normality, so the analysis can proceed to the next stage.

**Table 5. Multicollinearity Test Results**

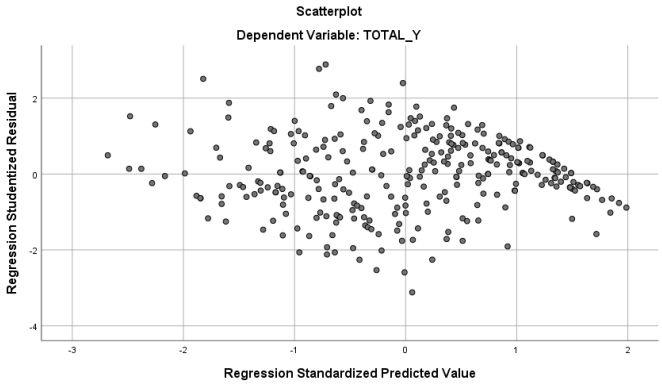
| Variable | Tolerance | Vif | Result |
|---|---|---|---|
| **Micro Influencer (X1)** | 0.914 | 1.094 | No Multicollinearity |
| **Macro Influencer (X2)** | 0.901 | 1.109 | No Multicollinearity |
| **eWOM (Z)** | 0.931 | 1.074 | No Multicollinearity |

**Source: Data processed by the author 2026**

The results of the multicollinearity test indicate that the Variance Inflation Factor (VIF) value is below 10 and the tolerance value is greater than 0.1. Therefore, it can be concluded that there is no overly strong relationship between the independent variables in this

research model. This means that each independent variable can explain the dependent variable independently without interference from other variables.

**Table 6. Heteroscedasticity Test Results**




Based on the results of the scatterplot test, it appears that the data points are randomly distributed and do not form a specific pattern. The points are also scattered both above and below the zero axis. This indicates that there is no heteroscedasticity in the regression model. Therefore, the regression model used in this study can be said to meet the classical assumptions and is suitable for further analysis.

**Mediation Analysis Using The Sobel Test**

**Regression Test 1**

**Table 7. Results of Regression Test 1**

| VARIABLE | COEFFICIENT | T-STATISTIC | SIG. | CONCLUSION |
|---|---|---|---|---|
| Micro Influencer (X1) → eWOM | 0.143 | 2.465 | 0.014 | H1 Accepted |
| Macro Influencer (X2) → eWOM | 0.186 | 3.205 | 0.001 | H2 Accepted |

**Source: Data processed by the author 2026**

The regression test findings indicate that the Micro Influencer variable (X1) has a significance value (Sig.) of 0.014 (<0.05), whereas the Macro Influencer variable (X2) has a significance value of 0.001 (<0.05). For partial statistical testing, the calculated t-value for the Micro Influencer variable (X1) was recorded at 2.465, while for the Macro Influencer variable (X2) it was 3.205. Both independent variables had calculated t-values that were significantly greater than the t-table value of 1.968.

Based on these findings, the results of the hypothesis testing in this study are as follows:

1. The Micro Influencer variable (X1) was shown to have a positive and significant effect on Electronic Word of Mouth (eWOM) (Z) with a coefficient value of 0.143 or 14.3% **(H1 is accepted).**
2. The Macro Influencer Variable (X2) demonstrates a positive and considerable impact on Electronic Word of Mouth (eWOM) (Z), with a coefficient value of 0.186, equivalent to 18.6%. **(H2 is accepted).**

**Regression Test 2**

**Table 8. Results of Regression Test 2**

| Variable | Beta | T-Statistic | Sig. | Conclusion |
|---|---|---|---|---|
| Micro Influencer (X1) → Brand Awareness | 0.384 | 13.140 | 0.000 | H4 Accepted |
| Macro Influencer (X2) → Brand Awareness | 0.451 | 15.327 | 0.000 | H5 Accepted |
| eWOM (Z) → Brand Awareness | 0.424 | 14.634 | 0.000 | H3 Accepted |

**Source: Data processed by the author 2026**

The regression test results indicate that the Micro Influencer variable (X1) has a significance value (Sig.) of 0.000 (<0.05), and the Macro Influencer variable (X2) also has a Sig. value of 0.000 (<0.05), and the Electronic Word of Mouth (eWOM) variable as a mediating variable (Z) similarly has a Sig. value of 0.000 (<0.05). The t-test results indicate that the computed t value for the Micro Influencer variable (X1) is 13.140, for the Macro Influencer variable (X2) is 15.327, and for the Electronic Word of Mouth (eWOM) mediating variable (Z) is 14.634. The estimated t value for these three variables exceeds the t table value of 1.968. Based on these findings, the results of the hypothesis testing in this study are as follows:

1. Micro Influencers (X1) have a positive and significant effect on Brand Awareness (Y) with a contribution of 0.384 or 38.4% **(H4 is accepted).**
2. Macro Influencers (X2) have a positive and significant effect on Brand Awareness (Y) with a contribution of 0.451 or 45.1% **(H5 is accepted)**.
3. Electronic Word of Mouth (eWOM) (Z) has a positive and significant effect on Brand Awareness (Y) with a contribution of 0.424 or 42.4% (**H3 is accepted).**

**Analysis of the Mediating Effect of Micro-Influencers on Brand Awareness**

Results of the Sobel Mediation Test:

| Relationship of Variables | | T.Statistic | P.Value | Conclusion |
|---|---|---|---|---|
| **A** | 0.145 | 2.423 | 0.015 | H6 Accepted |
| **B** | 0.660 | | | |
| **S a** | 0.059 | | | |
| **S b** | 0.045 | | | |

**Source: Data processed by the author 2026**

Based on the results of the Sobel test output above, it was found that the calculated t value was recorded at 2.423. When compared with the t table value (1.968), the calculated t value is proven to be greater. In addition, the significance value shows 0.015, which means it is smaller than the standard of 0.05. This finding proves that Electronic Word of Mouth (eWOM) as a mediating variable (Z) is significantly able to mediate the influence between Micro Influencers (X1) on Brand Awareness (Y). Thus, the sixth hypothesis (H6) in this study is declared accepted.

**Analysis of the Mediating Effect of Macro Influencers on Brand Awareness**

Results of the Sobel Mediation Test:

| Relationship of Variables | | T.Statistic | P.Value | Conclusion |
|---|---|---|---|---|
| **A** | 0.182 | 3.119 | 0.001 | H7 Accepted |
| **B** | 0.660 | | | |
| **S a** | 0.057 | | | |
| **S b** | 0.045 | | | |

**Source: Data processed by the author 2026**

Judging from the results of the Sobel Test in the table above, the Macro Influencer variable has a calculated t value of 3.119. This value exceeds the critical t table value of 1.968. It is also supported by the obtained significance value of 0.001, which is far below the threshold of 0.05. The results of this statistical test provide the conclusion that Electronic Word of Mouth (eWOM) as a mediating variable (Z) is a significant mediator variable in connecting Macro Influencers (X2) to increased Brand Awareness (Y). Based on this, the seventh hypothesis (H7) is declared accepted.

**DISCUSSION**

The influence of Micro Influencers on Electronic Word of Mouth (eWOM) (H1) shows positive and significant results. Based on the results of the regression analysis, a significance value of 0.014 (<0.05) was obtained, indicating that Micro Influencers influence Electronic Word of Mouth (eWOM) among TikTok users. These results indicate that Micro Influencers are able to encourage interactions between users such as comments, reviews, and recommendations. The closeness between Micro Influencers and the audience makes the message conveyed feel more authentic, thus triggering the formation of Electronic Word of Mouth (eWOM). This finding is in line with

Putri's (2022) research which states that the use of influencers in digital marketing can increase consumer interaction on social media which leads to the formation of Electronic Word of Mouth (eWOM) (Putri, 2025). **Thus, the first hypothesis (H1) is declared accepted.**

The influence of Macro Influencers on Electronic Word of Mouth (eWOM) (H2) also showed positive and significant results with a significance value of 0.001 (<0.05). These results indicate that Macro Influencers are able to encourage the widespread dissemination of information, thereby triggering interactions between users. Although the level of closeness is not as strong as Micro Influencers, the large audience reach allows information to spread more quickly and increases Electronic Word of Mouth (eWOM) activity. This finding is in line with research by Santika Vania Putri (2022) which states that the use of influencers in digital strategies can encourage the formation of Electronic Word of Mouth (eWOM) through user interactions on social media (Putri S. V., 2022). In addition, research by Gultom & Irwansyah (2021) also shows that influencers have a role in shaping digital communication between consumers that leads to Electronic Word of Mouth (eWOM) (Gultom & Irwansyah, 2021). **Thus, the second hypothesis (H2) is declared accepted.**

The impact of Electronic Word of Mouth (eWOM) on Brand Awareness (H3) demonstrates favorable and substantial outcomes, with a significance value of 0.000 (<0.05). This finding suggests that increased user involvement, including reviews, comments, and recommendations, correlates with elevated brand awareness. Information from other users is more credible than direct commercial promotions. This discovery aligns with Putri's (2025) research, which demonstrates that Electronic Word of Mouth (eWOM) enhances Brand Awareness through customer interactions on social media (Putri G. A., 2025). Furthermore, Yiki and Imronudin's (2025) study indicates that Electronic Word of Mouth (eWOM) activities exert a favorable and significant impact on Brand Awareness within the realm of digital marketing (Yiki & Imronudin, 2025). Consequently, the third hypothesis (H3) is deemed accepted.

The impact of micro-influencers on brand awareness (H4) demonstrated favorable and significant results, with a p-value of 0.000 (<0.05). This suggests that micro-influencers can enhance brand awareness by fostering closer and more personal connections with their audience. This proximity facilitates users' acceptance and retention of the message. This finding aligns with research by Santika Vania Putri (2022), which shows that influencer use in Electronic Word of Mouth (eWOM) enhances brand awareness among customers (Putri S. V., 2022). Moreover, additional research indicates that influencers play a significant role in enhancing brand recognition via effective digital communication. **Thus, the fourth hypothesis (H4) is declared accepted.**

The impact of Macro Influencers on Brand Awareness (H5) demonstrated favorable, statistically significant results ($p=0.000 < 0.05$). This research demonstrates that Macro Influencers are proficient at significantly enhancing brand visibility through their

extensive audience reach. A broader reach enhances a brand's potential for consumer recognition. This finding aligns with the research conducted by Lestari and Yuniarinto (2024), which indicates that social media influencers exert a favorable and significant impact on Brand Awareness through extensive information diffusion on social media (Lestari & Yuniarinto, 2024). Furthermore, research conducted by Rahmadani and Ellitan (2024) indicates that the use of influencers in digital marketing strategies might enhance brand awareness among customers (Rahmadani & Ellitan, 2026). **Thus, the fifth hypothesis (H5) is declared accepted.**

The mediating effect of Electronic Word of Mouth (eWOM) on the link between Micro Influencers and Brand Awareness (H6) is significant, with a p-value of 0.015 (<0.05). The results demonstrate that Electronic Word of Mouth (eWOM) mediates the impact of Micro Influencers on Brand Awareness. The impact of Micro Influencers on brand awareness intensifies when bolstered by user interactions. This discovery aligns with Putri's (2025) research, which demonstrates that micro-influencers affect Brand Awareness through the mediating role of electronic Word of Mouth (eWOM). The research indicated that consumer communication actions prompted by influencer content can markedly enhance brand awareness (Putri G. A., 2025). **Thus, the sixth hypothesis (H6) is declared accepted.**

The mediating effect of Electronic Word of Mouth (eWOM) on the association between Macro Influencers and Brand Awareness (H7) was significant, with a p-value of 0.001 (<0.05). This suggests that Electronic Word of Mouth (eWOM) serves as a mediator, amplifying the impact of Macro Influencers on Brand Awareness. User interaction enhances the breadth and effectiveness of information dissemination. This discovery aligns with the research conducted by Pidada and Sheillania (2024), indicating that electronic word-of-mouth serves as a mediating variable in the interaction between influencers and customer perceptions (Pidada & Sheillania, 2025). Furthermore, the study by Nurazizah and Seto (2025) indicates that electronic word-of-mouth (eWOM) serves as a mediator in amplifying influencers' impact on consumer reactions in the realm of digital marketing (Nurazizah & Seto, 2025). **Thus, the seventh hypothesis (H7) is declared accepted.**

## CONCLUSION

This study examines the impact of Micro Influencers and Macro Influencers on Brand Awareness, with Electronic Word of Mouth (eWOM) serving as a mediating variable among TikTok users. The research findings indicate that both Micro Influencers and Macro Influencers exert a favorable and significant impact on Electronic Word of Mouth (eWOM). This research suggests that influencers facilitate user interactions, including comments, reviews, and suggestions, which contribute to the distribution of brand information. Furthermore, Electronic Word of Mouth (eWOM) has been shown to have a favorable, substantial impact on Brand Awareness. This research suggests that user communication significantly enhances consumers' brand recognition and recall. The

greater the intensity of Electronic Word of Mouth (eWOM), the more robust the Brand Awareness established in customers' thoughts.

This study's results indicate that Micro Influencers and Macro Influencers directly impact Brand Awareness. The material provided by influencers enhances consumer awareness and brand recall, facilitated by the extensive reach of macro influencers and the intimacy and engagement of micro influencers. Moreover, Electronic Word of Mouth (eWOM) has been shown to mediate the relationship between Micro Influencers and Macro Influencers in terms of Brand Awareness. This research suggests that influencers' impact on Brand Awareness is not solely direct but is also amplified through user interactions. Consequently, Electronic Word of Mouth (eWOM) significantly amplifies and reinforces the power of digital marketing influencers.

Overall, this study confirms that marketing strategies involving influencers are more effective when accompanied by active user interaction. In other words, success in increasing brand awareness is determined not only by who delivers the message, but also by how that message is disseminated and discussed by the audience through electronic word of mouth (eWOM).

Based on the research findings, several recommendations can be made. Businesses are advised to focus not only on the number of influencers' followers but also on the level of engagement generated by the content they deliver. Influencer selection should be tailored to marketing objectives, where macro influencers can be used to increase reach, while Micro Influencers can be utilized to build deeper interactions with the audience. Furthermore, businesses are advised to create content that encourages active user participation, such as interactive content, engaging discussions, and encouraging audiences to share experiences. This is crucial for increasing electronic word of mouth (eWOM), which ultimately strengthens brand awareness.

Future studies are advised to augment this study by incorporating additional pertinent variables within the digital marketing domain, such as purchase intention, brand image, or consumer interaction, to facilitate a more thorough comprehension of the aspects affecting brand awareness. Furthermore, further research can be conducted on other social media platforms or with different respondent characteristics to allow for broader comparison and generalization of the results.

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