

ABSTRACT

Today's digital developments have reduced the barriers to marketing. Marketing activities used to be limited to television and newspapers. Moreover, today many customers can easily find product recommendations and discuss with other customers on social media platforms, the term is called Electronic word of mouth. This study was conducted with the aim to determine the relationship between the number of followers (micro and meso influencers), source credibility, electronic word of mouth and the quality of arguments or the level of persuasion generated in various social media contexts.

This study uses a quantitative approach, data collection is carried out using nonprobability sampling with purposive sampling technique which is then processed using SmartPLS 4 software. In this study, 400 respondents were used with the required characteristics, namely Tiktok social media users in Indonesia in the Z generation age group (12-27 years) who have purchased beauty products.

This study shows the results that there is a positive and significant effect of Number of followers (micro and meso influencers) on perceived source credibility, there is a significant effect of Perceived source credibility on electronic word of mouth, there is a significant effect of Number of followers (micro and meso influencers) on electronic word of mouth, There is a significant effect of Number of followers (micro and meso influencers) on electronic word of mouth through perceived source credibility, then it was also found that argument quality strengthens the relationship between number of followers (micro and meso influencers) on perceived source credibility, and argument quality strengthens the relationship between perceived source credibility on electronic word of mouth.

Keywords: *number of followers, perceived source credibility, argument quality, electronic word of mouth*