

ABSTRACT

Ajaib is a stock investment app that offers a variety of features, and according to CNBC Indonesia, it is recommended as a beginner-friendly option due to its easy-to-understand interface. One of Ajaib's advantages is the ease of opening a stock account without requiring an initial deposit. In addition, Ajaib also provides learning features specifically designed for beginners who want to start investing through digital platforms.

This study used a quantitative approach with a nonprobability sampling technique, involving 97 respondents. Data collection was carried out through distributing questionnaires using Google Form. Data validity and reliability tests were carried out using SPSS 23.0, while data processing was carried out with the help of Smart-PLS 3.2.9 tools.

The results showed that *Social Media Influencers* positively and significantly influence *Brand image*. However, the influence of influencers on *Purchase Intention* is insignificant, which suggests that endorsers who are less relevant to the product may damage the *Brand image*. In contrast, *Brand image* was shown to significantly influence *Purchase Intention*. Indirectly, influencers also influence *Purchase Intention* through *Brand image*, which emphasizes the importance of co-branding in influencing *Brand image* and purchase decisions.

Keyword : Ajaib, Puchase Intention, Brand Image, Social Media Influencer