

ABSTRACT

Bibit is one of the leading digital investment platforms that leverages social media influencers as part of its marketing strategy to attract younger generations to invest. With the increasing use of social media and growing trust in influential public figures, this study aims to analyze the effect of Social Media Influencers on Investment Decision, both directly and indirectly through Brand Image, as well as to examine the moderating role of Gender in these relationships. The main issues addressed in this study are: "How do Social Media Influencers affect investment decisions? To what extent does Brand Image mediate this relationship? And does Gender strengthen the connections among these variables?" This research employs a quantitative approach by distributing online questionnaires to 385 respondents who are active users of the Bibit application and followers of influencer Raditya Dika. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS version 4 software. The results reveal that Social Media Influencers have a positive and significant effect on both Brand Image and Investment Decision. Furthermore, Brand Image significantly mediates this effect. Gender was also found to be a significant moderating variable, strengthening the relationships between the constructs. The findings of this study are expected to contribute to the development of more effective digital marketing strategies for fintech companies, especially in designing influencer campaigns that align with the characteristics of the digital audience.

Keywords: Social Media Influencer, Brand Image, Investment Decision, Gender, PLS-SEM