

## **ABSTRACT**

Changes in consumption lifestyles have resulted in changes in public consumption that have shifted from fresh food to frozen food products. This has led to a large demand for food, thus creating competition for food companies in developing their processed products according to public demand.

Shifudo is here by serving processed seafood with selected quality and many innovative choices. To survive the competition in the frozen food industry, Shifudo utilizes influencers and product innovation to market its products. In addition, Shifudo also launched new packaging to increase consumer purchasing decisions in Indonesia.

This research aims to determine the influence of influencers and brand image on purchasing decisions for Shifudo products. The research method uses quantitative methods and data collection digital questionnaires. Respondents were determined using non-probability sampling techniques on 155 Shifudo brand consumer respondents who made purchases in Indonesia. Data was collected through an online questionnaire via *google form*. The data analysis technique used is Partial Least Squares Structural Equation Modeling (*PLS-SEM*).

Based on the results of hypothesis testing, it was concluded that influencers and brand image have a positive and significant influence on purchasing decisions for Shifudo products. Influencers and brand image simultaneously also have a positive and significant influence on purchasing decisions for Shifudo Products.

This research is expected to provide benefits as a reference and consideration in maintaining and improving brand image and attention by utilizing social media platforms. Suggestions for further researchers are to explore other variables or factors that have the potential to influence buying decisions.

**Keywords:** Brand Image, Buying Decision, and Influencers.