

## **ABSTRACT**

*This study aims to analyze the effect of product price perception, influencer marketing, and customer engagement on purchase decisions, with brand image as an intervening variable, in a case study of Fore Coffee consumers in Semarang City. The research employed a quantitative method using purposive sampling to select 169 respondents who had purchased Fore Coffee products in Semarang. Data were collected through questionnaires using a Likert scale and analyzed using Structural Equation Modeling (SEM) with AMOS software. The results indicate that product price perception has a positive but insignificant effect on brand image; therefore, the hypothesis is not supported. Influencer marketing and customer engagement have a positive and significant effect on brand image. Furthermore, brand image has a positive and significant effect on purchase decisions. These findings suggest that brand image plays a crucial role in shaping consumer purchase decisions, while product price perception is not the main factor influencing brand image in this study context.*

**Keywords:** *product price perception, influencer marketing, customer engagement, brand image, purchase decision*

