

## ABSTRACT

*During the current Covid-19 pandemic, it has greatly impacted life where many people are affected, such as being removed from work, the economy is declining, and there are even some people who are powerless. However, to make a living or the economy, people start to open online businesses where many people start selling their products or services online,*

*The purpose of this study was to determine the effect of brand image, testimonials, and customer service on consumer purchase intentions on Instagram social media business accounts domiciled in Cikarang City partially and simultaneously. The sample in this study was 384 respondents with the sample method used was non-probability sampling and used purposive sampling. The criteria for respondents in this study were Instagram social media users with a productive age range (15 - 64 years) and domiciled in Cikarang City. Data processing using IBM SPSS statistical software version 26, ranging from validity and reliability tests to data analysis techniques using multiple linear regression analysis techniques. The research instrument used in this study was in the form of a questionnaire via Google Form and assisted with a Likert scale.*

*The results of this study indicate that the brand image and customer service variables have a positive and significant effect on consumers' purchase intentions on Instagram social media business accounts. Meanwhile, simultaneously brand image, testimonials, and customer service simultaneously affect purchase intentions on Instagram social media in Cikarang. using quantitative methods with individual analysis units of Instagram social media users in Cikarang.*

*Keywords: Testimonials, Brand Image, Customer Service, Purchase Intention*