

**PENERAPAN *ELECTRONIC WORD OF MOUTH* (EWOM) UNTUK  
MENDAPATKAN *PURCHASE INTENTION* PRODUK HERBAL PADA  
CV ALBIRUNI SUKSES BERSINAR KLATEN**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis penerapan *Electronic Word of Mouth* (EWOM) untuk mendapatkan *purchase intention* produk Albiruni Herbals pada CV Albiruni Sukses Bersinar. Penelitian ini dilaksanakan di perusahaan Albiruni Herbals. Penelitian ini merupakan penelitian kualitatif dengan metode pengumpulan data wawancara dan observasi. Teknik analisis data meliputi tiga tahapan: pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa *Electronic Word of Mouth* (EWOM) berhasil diterapkan pada produk Albiruni Herbals dalam mendapatkan *purchase intention* konsumen. Hal ini terlihat dari peningkatan jumlah pengikut pada berbagai media sosial, penilaian yang baik oleh konsumen yang membeli produk Albiruni, serta tingkat penjualan berbagai produk yang tinggi.

**Kata Kunci:** *Electronic Word of Mouth* (EWOM), *Purchase Intention*

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***IMPLEMENTATION OF ELECTRONIC WORD OF MOUTH (EWOM) TO  
GET PURCHASE INTENTION OF HERBAL PRODUCTS AT CV ALBIRUNI  
SUKSES BERSINAR KLATEN***

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***Abstract***

*This study aims to analyze the application of Electronic Word of Mouth (EWOM) to obtain purchase intention for Albiruni Herbals products at CV Albiruni Sukses Bersinar. This research was conducted at the company Albiruni Herbals. This research is a qualitative research with interview and observation data collection methods. Data analysis techniques include three stages: data collection, data reduction, data presentation, and drawing conclusions. The results of this study indicate that Electronic Word of Mouth (EWOM) has been successfully applied to Albiruni Herbals products in obtaining consumer purchase intention. This can be seen from the increase in the number of followers on various social media, good ratings by consumers who buy Albiruni products, as well as the high level of sales of various products.*

***Keywords:*** *Electronic Word of Mouth (EWOM), Purchase Intention*

