

## **ABSTRACT**

*At this time bottled water industry has experienced rapid development, it has been proven by increasing of new brand that arise and make the competition in bottled water industry very tight. One of the company who working in the bottled water industry is PT. Global Syahid International (PT. SGI). PT. SGI has factory production at Kuningan, Jawa Barat. At the first time, PT. SGI cooperating with PT. Fenishelo Suryawijaya with brand named Suli 5. After few months operating the factory, PT. SGI not be able to reach the target because of many problems faced by company. One of problem is PT. SGI not define selling price, it cause the seller or agent selling at high price to consumer and can't compete with competitor.*

*This study aimed to determine the product price of Tirta One, for the gallons of water product. To determine the price of product with consideration of value from the product and the benefit after consume this product. The benefit of the product used also to determine the product price to avoid pricing too high or too low.*

*Based on the calculation from research, it gets customer value map. Tirta One was on disadvantage area because according to respodent has lower value, compare to competitor. In the price sensitivity meter price for gallons of water has acceptable price range Rp 38.000 – Rp 52.000, and for the refill has acceptable price range Rp 15.800 – Rp 18.500. With consideration of competitor's product prices, customer value map, and price sensitivity meter price of gallons of water was set at Rp 48.000 and for the price of refill was set at Rp 14.000.*

***Keywords: Pricing, Value-Based Pricing, Customer Value Map, Customer Willingness To Pay, Price Sensitivity Meter***