

ABSTRACT

The mineral water industry in Indonesia is experiencing rapid growth along with increasing public awareness of the importance of clean and healthy water. This phenomenon has also created intense competition among major producers such as Aqua, Cleo, and Club, as well as local producers who are continuously innovating. One of the main challenges in this industry is how to set competitive prices without sacrificing product quality while maintaining an advantage in the market. The price mix has become an essential element of marketing strategies to attract consumers and enhance competitiveness.

This study aims to analyze how the price mix strategy is applied by PT Patna Lestari, the producer of Heviitro mineral water, in an effort to improve competitiveness in the mineral water market. The research method used is qualitative, with data collected through in-depth interviews and observations. The research informants include employees involved in marketing strategies and consumers of Heviitro products, providing a comprehensive perspective on pricing strategies and the factors influencing purchasing decisions.

The results of the study indicate that PT Patna Lestari applies a competitive pricing strategy by strategically utilizing discounts and eco-friendly packaging innovations. However, the challenge faced by the company is maintaining a balance between competitive pricing and consumer perception of product value. The company needs to pay attention to the frequency of discounts and communication strategies to strengthen relationships with consumers and maintain customer loyalty.

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