

## **ABSTRACT**

Haus is a phenomenal contemporary beverage sector UMKM. Since its establishment in June 2018, it has expanded throughout Indonesia with 221 branches and more than 500 Huling (Haus Keliling) fleets. This study aims to analyze the impact of product innovation and knowledge management on Haus's competitive advantage. A quantitative approach with a causal design was employed to evaluate the influence of product innovation and knowledge management on competitive advantage. Data were collected through an online questionnaire distributed to 180 Haus consumers in the Jabotabek area using a purposive sampling technique. The results of the study show that partially and simultaneously product innovation and knowledge management have a positive influence on competitive advantage.

***Keyword:*** Haus, Product Innovation, Competitive Advantage, Knowledge Management.