

## **ABSTRACT**

*PT Berkah Tirta Nusantara as one of the AMDK industry players in Indonesia who realizes the importance of new product innovation to remain relevant and competitive in the market. This company continues to strive to create products that not only meet quality standards, but also suit consumer preferences. Qualitative research methods are research methods used to understand social phenomena in depth and detail. The research results show that the relative advantages of PT Berkah Tirta Nusantara, including technological innovation, taste quality, packaging design, and competitive prices, significantly influence consumer purchasing decisions. Product compatibility with everyday needs and a divisibility strategy that allows trial also supports customer adoption and loyalty. Effective communicability through social media and educational content strengthens brand awareness and consumer satisfaction. PT Berkah Tirta Nusantara has succeeded in exploiting relative advantages through*

*technological innovation, product quality, packaging design and competitive prices. Product compatibility with consumer needs and existing devices, a visibility strategy that allows product trials, and effective communicability in conveying product information support consumer success and loyalty in a competitive market*

*Keywords : Innovation, Product Quality, Consumer Loyalty, Mineral Water Industry*