

**ANALISIS PENGARUH KUALITAS PRODUK, KUALITAS  
PELAYANAN, DAN STRATEGI HARGA TERHADAP KEPUASAN  
KONSUMEN PADA NUSANTARA PENGANTIN WEDDING DI KOTA  
BATUSANGKAR**

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**ABSTRAK**

Penelitian ini menguji tentang Analisis pengaruh kualitas produk, kualitas pelayanan dan strategi harga terhadap kepuasan konsumen pada Nusantara Pengantin di Kota Batusangkar. Teknik analisis data yang digunakan adalah analisis Regresi Linear Berganda dan Uji-t sebagai hipotesis, dimana teknik pengambilan sampel menggunakan teknik *purposive sampling*. Berdasarkan kriteria yang ditentukan didapatkan sampel sebanyak 138 responden berdasarkan rumus *chochran*. Hasil penelitian dapat disimpulkan bahwa Terdapat pengaruh positif signifikan antara kualitas produk dan strategi harga terhadap kepuasan konsumen. Terdapat pengaruh positif dan tidak signifikan antara kualitas pelayanan terhadap kepuasan konsumen. Disarankan kepada pihak manajemen perusahaan untuk mempertimbangkan bahwa penetapan harga yang terjangkau, dan kualitas produk yang semakin baik dapat meningkatkan kepuasan konsumen.

**Kata kunci : Kualitas Produk, Kualitas Pelayanan, Strategi Harga, Kepuasan Konsumen Nusantara Pengantin**

***ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND PRICE STRATEGY ON COSTUMER SATISFACTION IN NUSANTARA PENGANTIN WEDDING IN BATUSANGKAR CITY***

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***ABSTRACT***

*This study examines the analysis of the influence of product quality, service quality and pricing strategies on consumer satisfaction in the Nusantara Pengantin in Batusangkar City. The data analysis technique used is multiple linear regression analysis and t-test as a hypothesis, where the sampling technique uses purposive sampling technique. Based on the specified criteria there were 138 respondents based on the chochran formula. The results of the study concluded that there was a significant positive effect between product quality and pricing strategies on consumer satisfaction. There is a positive and insignificant effect between service quality on customer satisfaction. It is recommended to the company management to consider that pricing is affordable, and better product quality can increase customer satisfaction.*

*Keywords: Product Quality, Service Quality, Price Strategy, Nusantara Pengantin Costumer Satisfaction*