

## **ABSTRACT**

### ***An Analysis of Consumer Satisfaction Levels in Durian Fruit Purchases at the AA Kadu Durian Farm***

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*Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing a product's perceived performance with the consumer's expectations. The wide variety of durian products available in the market makes consumers likely to switch from one product to another when their expectations are not met. This study aims to analyze the level of consumer satisfaction with AA Kadu durian and to identify the key product attributes that serve as priorities for quality improvement. The research was conducted using a survey method with a total of 80 respondents selected through simple random sampling. Data collection was carried out from January to Desember 2025 using questionnaires distributed online via Google Forms. The data were analyzed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results indicate that consumer satisfaction falls into the "very satisfied" category; however, two attributes-texture and freshness-were identified as priority areas that require improvement.*

**Keywords:** *Consumer Satisfaction Level; Durian Fruit; Importance Performance Analysis; Customer Satisfaction Index*