

ABSTRACT

This study aims to measure the level of customer satisfaction and customer loyalty of brownie cake products launched by the Entrepreneurship Study Group. Study Group Entrepreneurship is an activity carried out by students from Telkom University who are active in the development of the Sukamanah Village community regarding entrepreneurship in selling cake products. This research was conducted on P2MD Entrepreneurship Study Group customers who aim to calculate the level of satisfaction where the results can be used as a basis for future development. To determine the probability of users in satisfaction, user analysis is carried out using the Net Promoter Score (NPS) method. Data collection for this research is through questionnaires distributed to customers. The results of the NPS calculation explain that the assessment of customer satisfaction and loyalty to brownie cake products is very good at 60%.

Keywords: Net Promoter Score Entrepreneurship, Python