***ABSTRACT***

*This study aims to analyze customer perceptions about Electronic Service Quality, customer satisfaction and Customer Loyalty, and to find out how much influence Electronic Service Quality has on Customer Satisfaction and its implications for Customer Loyalty for students in the faculty of economics and business university pasundan.*

*The method used in this research is descriptive and verification analysis methods. The object of research in this study was the students of the faculties of economics and business at Pasundan University with a sample of 93 respondents. Data collected in the form of primary and secondary data. Data analysis used was path analysis, multiple correlation analysis, and the coefficient of determination.*

*The results showed that the quality of electronic services, customer satisfaction, and customer loyalty can be said to be very agree. Based on the analysis of the coefficient of determination of structure I shows that the quality of electronic services contributes to customer satisfaction by 23.10%, while the remaining 76.90% is the influence of other variables. In structure II shows that the quality of electronic services and customer satisfaction contribute to customer loyalty 14.62%, while the remaining 85.38% is the influence of other variables.*

***Keywords: Electronic Service Quality, Customer Satisfaction, Customer Loyalty***