ABSTRACT

In Indonesia, internet users are increasing. Based on research from the Association of Internet Service Provider Indonesia (APJII), internet users in Indonesia in 2016 has reached 132.7 million users (51.8%) of the total population of Indonesia which reached 256 million inhabitants. Thus the phenomenon Telkom University Bandung aware of the habits and needs of the community (in particular students) by presenting an application iGracias Mobile.

This study aimed to analyze the implementation of the E-Service Quality for Customer Satisfaction in knowing iGracias Mobile Application. Type of Quantitative Research with Descriptive method. Nonprobability sampling method using purposive sampling and the use of sampling.

The results of this study showed that the overall level of expectation of the implementation of e-service quality at Igracias Mobile application in the amount of 88.66% are in a very good position. Then the level of reality / performance of the implementation of e-service quality Igracias Mobile application in the amount of 87.88% are in a very good position.

Keywords: Implementation of E - Service Quality, Customer Satisfaction, iGracias Mobile.