# ABSTRACT

The rapid change of era encourages a wide variety of systems such as the trade and how to trade . The emergence of various online shops in instagram requires firms to innovate in providing services to customers electronically via the Internet , known as e-service quality that will lead to customer satisfaction. This observation aims to determine the expectations of the e-service quality in Ainoheartshop.

This study uses the method that measures the importance's level of customer satisfaction and importance performance analysis. The samples of this observation are came from the consumers of Ainoheartshop by doing the purposive sampling's technique on 100 respondents.

The results of this observation was obtained in the form of consumer satisfaction on the perception of online services provided by Ainoheartshop average reached 86.1 % . This shows there is still a gap between the customer's perceived value to the customer expectations of -0.24 , while the importance performance analysis shows there are four attributes of three dimensions that must be improved and enhanced.

*Keywords :* *E-service Quality, customer satisfaction*, *Importance Performance Analysis*