This study aimed to analyze the influence of service quality and customer satisfaction to loyalty to the students of the Faculty of Economics, Sultan Agung Islamic University. Discussion of the importance of customer satisfaction service quality and order to increase loyalty has been widely discussed in some literature review. Although a lot of factor that affect loyalty, this study only discusses about the existence of service quality and customer satisfaction as a determinant of achievement of loyalty. Data were obtained from 84 students using questionnaires. Data analysis using SPSS 20, shows that the service quality at the Faculty of Economics, Sultan Agung Islamic University Semarang can be improved by taking into account the level of student satisfaction and loyalty to the Faculty of Economics, University Islamic Supreme Sultan Semarang. Service quality and customer satisfaction has a positive and significant effect on loyalty.

*Keywords: service quality, customer satisfaction, loyalty.*