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The Influence of Product Quality and Ticket Prices on the Purchasing Decisions of Whoosh High-Speed Train Users (Jakarta-Bandung)

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ABSTRACT

Purpose: This study aims to determine whether product quality and ticket prices have a partial and simultaneous effect on the purchasing decisions of users of the Jakarta-Bandung Whoosh High-Speed Train

Research Methods: The research method used is quantitative. Data collection with a questionnaire to 100 respondents who have used the Jakarta-Bandung Whoosh Fast Train The analytical method used is Multiple Linear Regression Analysis, T Test, and F Test.

Results and discussion: The results of this study indicate that product quality and price partially and simultaneously have a positive and significant effect on purchasing decisions. Also, the determinant coefficient test shows that product quality and price have a contribution of 57.9% in influencing purchasing decisions. Meanwhile, the other 42.1% are other independent variables that are not included in this study.

Implication: Based on this study, it is recommended that PT Kereta Cepat Indonesia China (KCIC) ensure that the quality of the products offered aligns with the set prices, or that prices reflect the quality value communicated.

Keywords: Congestion, High-Speed Rail, Product Quality, Price and Purchasing Decision.

INTRODUCTION

Traffic congestion is a persistent daily issue in major Indonesian cities such as Jakarta, Surabaya, and Bandung, characterized by stalled or stopped traffic due to the number of vehicles exceeding road capacity (Boga & Pratidina, 2024). This problem stems from various factors, including an imbalance between vehicles and road infrastructure, the continuous rise in private vehicle ownership, drivers disregarding traffic regulations, underutilization of public transport, illegal parking, and traffic accidents (Boga & Pratidina, 2024). These conditions lead to increased fuel waste, contribute to air pollution, and cause significant time loss. Java Island, with the highest vehicle population in Indonesia, particularly experiences this congestion, with Jakarta, Bandung, and Yogyakarta identified among the cities with the most frequent congestion complaints based on social media analysis (Wicaksono, 2024); (Haryanto, 2022).

A key approach to mitigating urban traffic congestion involves providing effective public transportation that can meet travel demands without creating

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additional traffic issues (Ariesandi, Resita, & Salsabila, 2020). Trains offer a promising solution as they operate on dedicated tracks, allowing them to avoid road traffic, thereby shortening and regularizing travel times. Trains are widely used for both passenger and goods transport across the Indonesian archipelago (Nurwijayanti, 2024). Recent developments highlight improvements in Indonesian train speeds, with standard speeds increasing and the introduction of a high-speed train between Jakarta and Bandung capable of reaching 350 km/hour (Ruhulessin, 2023).

Whoosh is the official name of the Jakarta-Bandung high-speed train, which stands for Time Saving, Optimal Operation, Great System. The selection of this name is in accordance with the advantages of the services offered, namely the speed of travel time that is more effective and efficient compared to other public trains. The presence of the Whoosh Fast Train is expected to be able to solve various national problems, one of which is overcoming the density of the Jakarta-Bandung transportation flow which has been dependent on the Cipularang (Cikampek-Purwakarta-Padalarang) and Padaleunyi (Padalarang-Cileunyi) toll roads. In addition, the Whoosh Fast Train is also the answer to building connectivity between cities and regions for regional and national economic growth (Azis, 2024) .

The public's fascination with the Whoosh Fast Train is remarkable. Considering, Bandung is a strategic location for tourists from other cities to spend their vacation time. Bandung is a pleasant city for recreation, especially for tourists from various cities to spend their time in Bandung. Tourism activities in Bandung City have been a major sector since 1920 and are currently growing due to the Whoosh Rapid Train. During the trip, the Whoosh Fast Train will pass through four stations, namely Halim Station, Karawang Station, Padalarang Station and Tegalluar Station. However, Karawang Station is currently not in operation. Many Whoosh Rapid Train passengers choose to get off at Padalarang Station, because the distance to the city center is very close. However, not a single Whoosh Rapid Train passenger gets off at Tegalluar Station. There are several tourist destinations near the Whoosh Rapid Train station that can be a tourist attraction. Near Padalarang Station there are tourist attractions Situ Ciburuy, Citatah Cliffs, Stone Garden, Mount Hawu, Puspa Iptek Sundial and Wahoo Waterworld. Near Tegalluar Station there are also tourist attractions that can be visited, namely Al-Jabbar Mosque, Belekok Village, Summarecon Green Open Space and GBLA Stadium Area.

By using the Whoosh Fast Train, the Jakarta-Bandung travel time takes 30 minutes from Halim-Padalarang Station and 45 minutes if it reaches Tegalluar Station. However, to get to Bandung, Whoosh Fast Train passengers must increase travel time. This is because the location of the station is not in the middle of the city. For passengers who want to travel to Bandung City, they must connect the Feeder Train with an estimated time of about 18-22 minutes. Padalarang Station of the Whoosh Fast Train has been integrated with the Feeder Train that connects Padalarang Station - Bandung Station. This means that to get to the center of Bandung by the Whoosh Rapid Train from Jakarta takes 50-60 minutes. As for Tegalluar Station, there are DAMRI Buses and Summarecon Shuttle Buses that can be used as a further mode from Tegalluar Station. When compared to the Argo Parahyangan train, the travel time required is around 2 hours 45 minutes to 3 hours from Gambir Station to Bandung Station. Also, when compared to using bus public transportation will take about 2 to 3 hours if not affected by traffic

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jams.

The price of the Whoosh Fast Train ranges from Rp150,000, Rp175,000, Rp200,000, Rp225,000 to Rp250,000 (the high price is adjusted to the departure time) for premium economy class, Rp450,000 for business class and Rp600,000 for *first class* (Anwar, 2024) . The price offered by the Jakarta-Bandung Whoosh Fast Train can be seen in the table below:

Table 1. Ticket Prices for the Jakarta-Bandung High Speed Train Whoosh

No.	Class Type	Price	Description
1.	Premium Economy	IDR150,000	The price is adjusted according to the time of departure
		Rp175,000	
		Rp200,000	
		Rp.225,000	
		Rp250,000	
2.	Business	IDR450,000	-
3.	*First Class*	IDR 600,000	-

[Source: Researcher's data, 2024]

With a fast travel distance and stops that are not in the center of Bandung City which requires passengers to transit first, this is a public consideration for choosing the Whoosh Fast Train as public transportation to get to Bandung City. Moreover, when compared to the price of the Argo Parahyangan train and bus which are relatively cheaper but the distance traveled is not as fast as the Whoosh Fast Train. The price factor is indeed one of the most important factors in the decision-making process of purchasing a product. Price is defined as the monetary amount exchanged for a product or service (Apriyadi, 2017). It represents the cost required to obtain a combination of products and services. According to (Tjiptono, 2015), price encompasses several dimensions, including its affordability, alignment with product quality and benefits, and competitiveness compared to other products.

According to Kotler and Armstrong (2012) *qtd.in* (Sari & Lestari, 2019) product quality is the ability of a product to perform its functions, such as durability, reliability, accuracy, ease of use and repair and other attributes. The quality of transportation service products, which includes safety, comfort, punctuality, price, and reputation, has a huge influence on a person's decision to buy a ticket. Prospective passengers will consider these factors carefully before deciding which transportation service to use.

The products offered by the Jakarta-Bandung Whoosh Fast Train are:

1. Jakarta-Bandung High Speed Train Whoosh premium economy class

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Figure 1: Premium Economy Class
[Source: Researcher's data, 2024]

2. Jakarta-Bandung High Speed Train Whoosh business class



Figure 2. Business Class
[Source: Researcher's data, 2024]

3. Jakarta-Bandung High Speed Train Whoosh *first class*



Figure 3. First Class
[Source: Researcher's data, 2024]

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4. Feeder train to the center of Bandung



Figure 4. Feeder train
[Source: Researcher's data, 2024]

5. DAMRI bus to the center of Bandung



Figure 5. DAMRI bus
[Source: Researcher's data, 2024]

6. Summarecon Shuttle Bus to Bandung City center



Figure 6. Summarecon Shuttle Bus
[Source: Researcher's data, 2024]

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Regarding the passenger transportation services by high-speed train on the Jakarta-Bandung route offered by Whoosh, there have been several complaints about Whoosh, including complaints of passengers being left behind by the Whoosh Fast Train due to the late arrival of the Feeder Train. In addition, the capacity of the Feeder Train is only a maximum of 200 passengers, much less than the capacity of the Whoosh Fast Train which reaches 601 passengers. Therefore, Feeder Train passengers who did not get a seat had to stand (Alfarizi & Widyastuti, 2023) . There were also several other problems regarding the operation of the Whoosh Fast Train, namely the power outage that caused a halt in operations and a delay of up to 25 minutes. Furthermore, the Whoosh Fast Train was stopped for 20 minutes due to an unknown person who climbed the noise barrier wall at KM 103, Cempaka Mekar Village, Padalarang, West Bandung Regency. Then the problem of difficult signals at a number of travel points that make it difficult for Whoosh Fast Train passengers to communicate during the trip. The refund system carried out by Whoosh is considered ineffective and inefficient, because the mechanism is still manual. The Whoosh Fast Train ticket refund system mechanism can only be done offline by requiring customers to come to the train station counter (Alfarizi & Widyastuti, 2023) . There was also a problem that occurred in the area outside the arrival lobby on the South side of Halim Station, which experienced a leak due to a water channel that was unable to withstand water discharge due to the very high rain intensity. This condition does not interfere with service and continues to run normally without problems (Rizky, 2023) . Product-related issues like this can be a consideration for the public to choose the Whoosh Fast Train or other public transportation

Based on the observations of researchers related to previous studies on the Whoosh Fast Train, there are several findings. However, unlike this study, previous studies only focused on public appeal, public perceptions of price and travel time, and public responses to the Jakarta-Bandung Whoosh Fast Train. Meanwhile, this study focuses on the influence of product quality and price on purchasing decisions. Therefore, this study aims to determine the influence of product quality and ticket prices on the purchasing decisions of users of the Jakarta-Bandung Whoosh Fast Train.

Purchasing decisions are influenced by product quality and price variables. Where product quality and price are independent variables, while purchasing decisions are the dependent variable. In this study the authors formulate the following hypothesis:

Hypothesis 1:

Ho : There is no significant influence between product quality on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train.

Ha : There is a significant influence between product quality on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train.

Hypothesis 2:

Ho : There is no significant influence between ticket prices on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train.

Ha : There is a significant influence between ticket prices on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train

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Hypothesis 3:

Ho : There is no significant influence between product quality and ticket prices on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train.

Ha : There is a significant influence between product quality and ticket prices on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train.

RESEARCH METHODS

In this study, the research method used is quantitative research. The unit of analysis in this study is individual perceptions of the product, the price of the Jakarta-Bandung Whoosh Fast Train, and their purchasing decisions. In this study, the independent variables are product quality and price, while the dependent variable is purchasing decisions. This study uses a questionnaire distribution with a Likert scale related to a person's attitude towards something. The population in this study are people who have used the Jakarta-Bandung Whoosh Fast Train. The criteria for people who have used the Jakarta-Bandung Whoosh Fast Train are those who are over 17 years old.The sampling formula according to Wibisono (2003) *qtd.in* (Susanti & Septrisulviani, 2018) when the population is not clearly known is

$$n = \left(\frac{\left(\frac{Za}{2}\right) . \sigma}{e} \right)^2$$

Description:

N = sample size

Za/2 = the level of confidence required in determining the sample 1.96 with 95% confidence level

σ = population standard deviation 25%

e = error rate or maximum tolerable error 5% or 0.05

With the following calculations:

$$n = \left(\frac{\left(\frac{Za}{2}\right) . \sigma}{e} \right)^2 = \left(\frac{(1{,}96). \quad (0{,}25)}{0{,}05} \right)^2 = 96{,}04$$

The results of the above calculations resulted in a value of 96.04 and rounded up to 100 respondents, which is the population in the questionnaire that will be distributed to respondents.

This research questionnaire test was carried out validity and reliability tests. The validity test is carried out to measure how carefully a test performs its function and whether the measuring instrument made can actually measure what needs to be measured. This test is intended to measure whether a questionnaire is valid or not. The validity test basically aims to measure whether or not each question or statement used in the study is valid (Darma, 2021). The validity test used is to compare the calculated r value (pearson correlation) with the r table value. The calculated r value used in this study is 0.05. And to determine the value of r table, in the df column the N-2 formula is used, where N is the number of respondents. If r count> r table, then the question or statement item is valid and if r count < r table, then the question or statement item is invalid (Darma, 2021). Meanwhile, the Reliability Test is carried out by comparing the *Cronbach's*

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alpha value with the significant level used. The significant level used can be 0.5 or 0.6 to 0.7 depending on the needs in the study. The variable is declared reliable with the criteria if the Cronbach's alpha value> significant level, then it is reliable or if the Cronbach's alpha value < significant level, then it is not reliable (Darma, 2021). Furthermore, the Classical Assumption Test is carried out to ensure that the data can be further analyzed. The classic assumption tests carried out include Normality test, Linearity Test, Multicollinearity Test, and Heteroscedasticity Test. If the results meet the classical assumption test, multiple correlation analysis, multiple linear analysis, analysis of the Determinant Coefficient, t test or partial test is a test used to determine whether or not partially the independent variable has a significant effect on the dependent variable. As well as the F test to see the effect of the independent variables together (simultaneously) on the dependent variable.

RESULTS AND DISCUSSION

Respondent Profile

The respondent's profile consists of gender, age, education, occupation, income per month, whether or not the respondent has ever used the Jakarta-Bandung Whoosh Fast Train and the purpose for using the Jakarta-Bandung Whoosh Fast Train transportation service. The respondent profile describes the characteristics of respondents who have used the Jakarta-Bandung Whoosh Fast Train. The survey revealed key demographic trends among Whoosh Fast Train users; the majority of respondents were women (58%), with men making up the remaining 42%. The close numerical difference suggests that both genders are similarly inclined to use this new transportation service. Gen Z (17-27 years old) constituted the largest age group, accounting for a significant 79% of respondents. This indicates a strong adoption of the Whoosh Fast Train among younger individuals. Nearly half of the respondents, 48%, reported their latest educational attainment as high school equivalent. This aligns with the prevalence of Gen Z users, many of whom may have recently completed or are currently pursuing high school education. A majority of respondents, 52%, identified as private employees. This is also consistent with the younger age profile, as many young professionals are entering the private sector. Over half of the respondents, 54%, reported a monthly income of less than Rp5,000,000. This suggests that even individuals with a lower-middle-class income bracket are making the decision to utilize the Whoosh Fast Train, indicating its accessibility or perceived value even with a more modest budget.

Respondents were able to select multiple reasons for using the Jakarta-Bandung Whoosh Fast Train, revealing diverse motivations behind their travel choices; a significant majority, 74% of respondents, indicated that their main purpose for using the Whoosh Fast Train was general travel. This highlights the train's effectiveness in serving its core function as an inter-city transportation solution between Jakarta and Bandung. Nearly half of the respondents, 44%, were driven by the desire to experience new transportation services. This suggests a sense of curiosity and an interest in modern infrastructure, especially among a demographic heavily influenced by Gen Z users who often seek novel experiences and are early adopters of new technologies. The perspective from (Chintaluri, Mandal, Babu, Kotni, & Raman, 2024), stating that Gen Z's materialistic tendencies influence their travel decisions by emphasizing the perceived value in their experiences, is highly relevant. This implies that Gen Z

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consider the value they gain from the overall travel experience. In the context of Whoosh Fast Train usage, this explains why Gen Z constitutes the majority of users, even though cheaper transportation options might exist. They aren't just looking at the ticket price but at the entire "package" Whoosh offers, including its modern image, speed, and what they perceive as a superior travel experience.

Questionnaire Test

1. Validity Test

   The validity test is used to measure whether or not each question or statement used in research is valid (Darma, 2021). The value of r table for the population in this study of 100 respondents with a confidence level of 95% or a significance level of 5% and df = (N-2), where N is 100 so that df = 98 is obtained is 0.1966. So, if r count is smaller than 0.1966 then the statement is considered invalid. This validity test uses SPSS version 25 and the results of the validity test of the product quality variable statement items (X1) show that the statement items of the product quality variable are declared valid, this is evidenced by all the calculated r values are greater than the r table value, which is more than 0.1966. The results of the validity test of the statement items of the price variable (X2) can be concluded that the statement items of the price variable are declared valid, this is evidenced by all the calculated r values are greater than the r table value, which is more than 0.1966. The results of the validity test of the statement items of the purchasing decision variable (Y) can be concluded that the statement items of the purchasing decision variable are declared valid, this is evidenced by all the calculated r values are greater than the r table value, which is more than 0.1966.
2. Reliability Test

   The results of the reliability test for the product quality variable (X1), price (X2) and purchasing decisions (Y) can be concluded that all *Cronbach's alpha* values are greater than the predetermined significant level of more than 0.60 which states that all statements are reliable.

Classical Assumption Test

1. Normality Test

   The normality test in this study was carried out using the *One-Sample Kolmogorov-Smirnov Test* with the *Monte Carlo* method. The test results in the table above show that the value of *Monte Carlo Sig. (2-tailed)* is 0.104. This value is greater than 0.05, which indicates that the data is normally distributed
2. Linearity Test

   The results of the linearity test show that the purchase decision on product quality has a significant value (*Deviation from Linearity*) of 0.569. This value is greater than 0.05, which indicates that purchasing decisions on product quality have a linear relationship. The results of the Linearity Test Purchase Decision (Y) and Price (X2) show that the purchase decision on price has a significant value (*Deviation from Linearity*) of 0.106. This value is greater than 0.05, which indicates that the purchase decision on price has a linear relationship.
3. Multicollinearity Test

   The regression model is said to experience multicollinearity if there is a perfect linear function in some or all of the independent variables in the

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linear function. The multicollinearity test results show that both variables have a *Tolerance* value greater than 0.1 and VIF less than 10. So it can be concluded that in this study there is no multicollinearity.

4. Heteroskedasticity Test

The heteroscedacity test in this study uses the *scatter plot* test and the *scatter plot* test results show that there are points spreading randomly and not forming a pattern, so it is concluded that there is no similarity in the residual *variance* from one observation to another or in the regression model there is no heteroscedacity.

Multiple Correlation Analysis

Multiple correlation analysis is used to find the magnitude of the relationship and contribution of two or more independent variables (X) simultaneously (together) with the dependent variable (Y). The results of the multiple correlation test can be seen in the table below:

Table 2. Multiple Correlation Test Results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.761[a]	.579	.570	1.777	.579	66.571	2	97	**.000**
a. Predictors: (Constant), X2, X1									

[Source: Researcher's data, 2024]

Based on the test results in the table above, it is known that the *Sig. F Change* is 0.000. This value is less than 0.05, so it can be concluded that the product quality (X1) and price (X2) simultaneously (together) have a significant relationship with purchasing decisions (Y). This implies that these two factors, when considered together, play a crucial role in influencing whether customers decide to purchase a product.

Multiple Linear Analysis

Multiple regression analysis is used to view and analyze the causal relationship of a number of independent variables on the dependent variable Y based on the value of the independent variables (Wisudaningsi, Arofah, & Belang, 2019) . The results of the multiple linear test can be seen in the table below:

Table 3. Multiple Linear Test Results

Coefficients[a]

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	**-.778**	2.136		-.364	.717
	X1	**.370**	.065	.468	5.697	.000
	X2	**.290**	.062	.383	4.663	.000
a. Dependent Variable: Y						

[Source: Researcher's data, 2024]

Based on the results of multiple linear regression analysis, the regression model is obtained as follows:

Y= -0.778 + 0.370X1 + 0.290X2

The above equation can be explained as follows:

a. The constant value obtained is -0.778, which means that if the independent variable, namely product quality and price, is considered constant or fixed, the dependent variable, namely the purchase decision, will decrease by -0.778.
b. The regression coefficient value of product quality (X1) is 0.370, which means that if the product quality increases by 1 unit, the purchasing decision will also increase by 0.370 units, provided that other variables are considered constant.
c. The price regression coefficient (X2) is 0.290, which means that if the price increases by 1 unit, the purchasing decision will also increase by 0.290 units, provided that other variables are considered constant.

Determinant Coefficient Analysis

The multiple coefficient of determination (R^2) measures the model's ability to explain the effect of the independent variable on the dependent variable. The results of the coefficient of determination test can be seen in the table below:

Table 4. Determinant Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761[a]	**.579**	.570	1.777
a. Predictors: (Constant), X2, X1				

[Source: Researcher's data, 2024]

Based on the test results in the table above, it is known that the *R Square* value is 0.579 or 57.9%. This means that the independent variables, namely product quality (X1) and price (X2), have a contribution or role of 57.9% in influencing the dependent variable, namely the purchase decision (Y), while the remaining percentage (100% - 57.9% = 42.1%) is another independent variable that is not included in this study. These could be a multitude of things, such as Brand reputation, marketing and advertising efforts, customer service, personal preferences or loyalty, economic conditions, competitor actions, social influence,

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etc. This highlights that while product quality and price are significant drivers of purchasing decisions, there are other important variables at play that were not examined in this particular research.

T test

The t test or partial test is a test used to determine whether or not partially the independent variable has a significant effect on the dependent variable. The t test results can be seen in the table below:

Table 5. T-test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.778	2.136		-.364	.717
	X1	.370	.065	.468	**5.697**	**.000**
	X2	.290	.062	.383	**4.663**	**.000**
a. Dependent Variable: Y						

[Source: Researcher's data, 2024]

Based on the test results in the table above, it is necessary to find the t table value first. For the population in this study, there were 100 respondents with a significance value of 0.05 and df = (N-K), where N is the number of respondents (100) and K is the number of variables in this study (2X + 1Y = 3 variables) so that the df = 97 is 1.98472. Then it can be concluded as follows:

1. It is known that the t value for product quality (X1) is 5.697 and the t table value is 1.98472 with a *Sig* value. 0.000, which means t count> t table and significance value <0.05, it is concluded that the product quality variable (X1) on the purchasing decision variable (Y) has a significant effect. Product quality significantly influences purchasing decisions among Generation Z. Research shows that higher product quality leads to increased consumer satisfaction, encouraging Gen Z to choose products that meet their needs (Rizki & Santosa, 2024).
2. It is known that the t value for price (X2) is 4.663 and the t table value is 1.98472 with a *Sig* value. 0.000, which means t count> t table and significance value <0.05, it is concluded that the price variable (X2) on the purchasing decision variable (Y) has a significant effect. Supported by research shows that Gen Z consumers are willing to switch brands if they find better quality at lower prices, emphasizing their demand for quality in budget-friendly options (Habibie, Aryapranata, & Sakti, 2024).

F test

The F test was conducted to see the effect of the independent variables together (simultaneously) on the dependent variable. The results of the F test can be seen in the table below:

Table 6. F Test Results

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ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	420.580	2	210.290	**66.571**	**.000[b]**
	Residuals	306.410	97	3.159		
	Total	726.990	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

[Source: Researcher's data, 2024]

Based on the test results in the table above, it is known that the F value is 66.571 and the F table (at df = 3-1 = 2 and df = 100-3 = 97, the F table value is obtained = 3.09) with a *Sig value.* 0.000, which means that F count> F table and significance value <0.05, it is concluded that the product quality variable (X1) and price (X2) simultaneously affect the purchasing decision variable (Y). The purchase decision is a complex process involving many considerations. These results reflect that consumers do not only look at “is the product good?” or “is the price cheap?” but rather “is the quality offered comparable to the price asked?” or “for this price, what kind of quality can I expect?” These two factors work together in the minds of consumers when they make decisions.

CONCLUSION

Based on the results of research on the effect of product quality and ticket prices on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train, the following conclusions can be drawn:

1. The first hypothesis which states that product quality has a positive effect on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train is statistically proven, so the hypothesis is accepted. The better the quality of the product provided, the better the purchasing decision will be. Conversely, the lower the quality of the product provided, the better the purchasing decision will not be achieved. Good product quality and can satisfy consumers to make purchasing decisions increase without consideration.
2. The second hypothesis which states that price has a positive effect on purchasing decisions for users of the Jakarta-Bandung Whoosh High Speed Train is statistically proven, so the hypothesis is accepted. The better the price given, the better the purchasing decision will be.
3. Implication for PT Kereta Cepat Indonesia China (KCIC), this finding is crucial. It shows that pricing strategies cannot be separated from product quality improvement strategies, and vice versa. Companies need to ensure that the quality of the products offered is in line with the prices set, or that prices reflect the quality value that is being communicated. Clearly communicate how product quality justifies its price, or how the price offers excellent value for a specific level of quality. Optimize the combination of product quality and price to attract the targeted market segment and drive purchasing decisions.

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