

ABSTRACT

The Whoosh high-speed rail in Indonesia offers an innovative solution to enhance connectivity between major cities, particularly Jakarta and Bandung, aiming to alleviate traffic congestion. However, challenges such as relatively high-ticket prices and limited station accessibility continue to affect its adoption rate among the public. Therefore, this study examines the role of customer satisfaction as a mediating variable linking service quality and customer perceived value to customer loyalty toward the Whoosh high-speed rail. A quantitative approach using non-probability sampling was applied to 400 Whoosh users. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and SPSS version 27 to ensure the validity and reliability of the research instruments. The results indicate that service quality and customer perceived value have significant positive effect on both customer satisfaction and loyalty. Furthermore, customer satisfaction serves as a mediator that strengthens the relationship between these variables and loyalty, with the most dominant mediating effect observed between service quality and customer loyalty. Based on these findings, it is recommended that service providers improve station accessibility, enhance digital services, accelerate response time, and develop loyalty programs to strengthen user engagement. These recommendations are expected to support the sustainability and growth of the high-speed rail service in Indonesia.

Keywords: *High-Speed Rail, Service Quality, Customer Perceived Value, Customer Satisfaction, Customer Loyalty.*