

## **ABSTRACT**

Bekasi Municipality is an urbanized city that is close proximity to Jakarta, the capital of Indonesia. More than half Bekasi people doing activities in Jakarta. This research is delivered to describe the choice mode preference for Bekasi people that commute to Jakarta. Moreover, the mode choice is between private car, Transjakarta (BRT) and KCL (Railway). Four attributes were identified with the considerations of travel cost, travel time, frequency and travel delay. Methods that were used to collect the data is by Stated Preference survey. Furthermore, the data were analyzed with multinomial logit model using R software to generate the best model to describe the choice mode. Eventhough some private car user would like to change their mode into Transjakarta and KCL but travel time, travel cost, frequency and delay are not the significant attribute that can change their preference. KCL user is the most likely group that would change their mode into Transjakarta with travel time and frequency consideration. The probability would likely happen to people with age over 50 with 0.29 and people under 50 years with 0.099

*Keywords:* Mode Choice, Multinomial Logit Model, Stated Preference.