

## **ABSTRACT**

*This study aims to analyze the effect of differences in generalized cost between private and public transportation modes on mode choice preferences in the Greater Jakarta (Jabodetabek) area. The high level of mobility and congestion in this region leads to increased social costs, making it important to understand the determinants of transportation mode choice. Generalized cost is used as a comprehensive measure consisting of travel cost, travel time, waiting time, and comfort. In addition, this study examines the role of income as a socio-economic factor influencing mode choice.*

*This research applies a quantitative approach using primary data collected from 92 respondents in the Jabodetabek area through a purposive sampling technique. The analysis is conducted using a Multinomial Logit (MNL) model estimated with Maximum Likelihood Estimation (MLE). The independent variables include travel cost, travel time, waiting time, comfort, and income.*

*The results indicate that travel cost and comfort significantly affect mode choice, with significance values of 0.032 and 0.002 for private cars, and 0.000 for travel cost in public transportation. In contrast, travel time and waiting time are not statistically significant as their  $p$ -values exceed 0.05. Income shows a partial effect, with a significance value of 0.037 for private car choice but insignificant for public transport. These findings suggest that cost and comfort are the main determinants of transportation mode choice, while time-related factors are less influential due to relatively uniform congestion conditions in Jabodetabek.*

**Keywords:** *Generalized cost, mode choice, Multinomial Logit, public transportation, Jabodetabek*