

ABSTRACT

The high level of commuter mobility in the Jakarta, Bogor, Depok, and Bekasi (Jabodebek) area presents a challenge for public transportation provision, particularly as a large proportion of commuters continue to rely on private vehicles and show a low tendency to shift to public transportation. To support commuter mobility in the area, the government has provided the Jabodebek Light Rail Transit (LRT) as an alternative mode of public transportation. However, the growth in the number of LRT Jabodebek users has not shown a consistent trend and even recorded negative growth at the end of 2025. This condition indicates that demand for LRT Jabodebek is influenced by various individual characteristics and service attributes.

This study aims to analyze the factors affecting demand for LRT Jabodebek. A quantitative approach was employed using purposive sampling, with data collected from 400 respondents across several areas in Jabodebek. Binary logistic regression was applied because the dependent variable was dichotomous. The results show that fare, private vehicle ownership, and travel time have negative and statistically significant effects on the probability of individuals choosing LRT Jabodebek as their primary mode of transportation. In contrast, income and service quality have positive and statistically significant effects on this probability. These findings indicate that individuals' decisions to use LRT Jabodebek are influenced not only by travel costs and trip characteristics but also by economic conditions and perceptions of service quality. The findings are expected to provide consideration for LRT Jabodebek operators in formulating policies, particularly through improving service quality, establishing competitive fares, and developing strategies aimed at increasing LRT Jabodebek usage.

Keywords: *Binary Logistic, Public Transportation Demand, fare, income*