

## ABSTRACT

### ANALYSIS OF TRANSPORTATION MODE SELECTION PEMBANGUNAN JAYA UNIVERSITY STUDENTS WITH BINARY LOGIT METHOD

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Education is the most important factors to build the country to achieve the educational needs. In the process of pursuing education, movement is needed to reach an existing educational instituion. The movement requires a mode of transportation that helps the movement process. The modes is varied, adapting to each individual needs. The study aims to analyze travellers, travel characteristics, and charachteristics of the transportation facilites for Pembangunan Jaya University students to campus. The research location at pembangunan Jaya University, Bintaro, South Tangerang by conducting a survey with 120 respondents. There are several analyzes carried out, linier regression analysis, validity, reliability, hypothesis testing, and the final aim is to find the probability or precentage of students who use public transportation and private transportaion using the binary logit method.

The result fot the utility equation from linier regression is  $Y = -0,050 + 0,139 X1 + 0,316 X2 + 0,251 X3 - 0,139 X4 - 0,090 X5 + 0,002 X6 + 0,116 X7 + 0,229X8$ . From this results, there are 2 variabels that have significant influence on the results of choosing a mode of transportation. That's a driver license ownership and private vehicle ownership. Then the coefficient values of the three variables were entered into binary logit modelling and produced probability of student that using private transportation is 64% and the students using public transportation is 36%.

Keywords : Transportation, Logit, Characteristic, Modelling, Probabability