

## SUMMARY

This research was entitled " THE EFFECT OF FINANCIAL LITERACY TO THE REVENUE OF TRADITIONAL MARKET SELLER (A Study on the Seller of Pasar Manis Purwokerto, Kabupaten Banyumas)". The aims of this research to find out whether financial literacy which includes financial attitude, behaviour, knowledge have a significant influence on the revenue in traditional market sellers. This research was conducted at Pasar Manis Purwokerto, Kabupaten Banyumas. Method of study was survey with sampling technique used was convenience sampling. Population of this research was total number of traditional market seller in Pasar Manis Purwokerto. Refers to the result of Solvin Formula, it was found the sample size of 84 respondents. Furthermore, the technique data analysis used in this study was multiple linear regression analysis.

Based on the result of data analysis, it could be concluded analysis of variables; financial attitude, financial behavior and financial knowledge, they positively influence the revenue of sellers in Pasar Manis Purwokerto. This means that those three variables are needed for the sellers and need to be continually improved in order to increase the revenue of sellers. Based on the answers from the questionnaire, there are still many respondents who answer with neutral to financial knowledge variable, meaning that many respondents have not understood the basics of financial yet, this should concern the sellers in Pasar Manis Purwokerto because financial knowledge is very important and really beneficial for every business owners.