

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

This study aims to find the effect of financial literacy, cash payments, and non-cash payments on the income of traders in the Pasar Manis Purwokerto. Based on the results of data analysis and discussion that have been carried out, it can be concluded that :

1. Financial literacy, cash payments, cashless payments simultaneously affect the income of traders in the Pasar Manis Purwokerto. So the initial assumption of the study related to the influence of financial literacy, cash payments, and non-cash payments is proven.
2. Individually or partially financial literacy has a significant effect on the income of traders in the Pasar Manis Purwokerto. So that the initial assumption of the study related to the influence of financial literacy is proven.
3. Individually or partially cash payments have a significant effect on the income of traders in the Pasar Manis Purwokerto. So that the initial suspicion of the study related to the influence of cash payments is proven.
4. Individually or partially, cashless payments have a significant effect on the income of traders in the Pasar Manis Purwokerto. So that the initial

suspicion of the study regarding the influence of non-cash payments is proven.

B. Implications

The implications of the research obtained are presented as follows :

1. Improved Understanding of Income Influencing Factors

This research can help traders in the Pasar Manis Purwokerto better understand the factors that influence their income, specifically financial literacy, cash payments, and non-cash payments. By recognizing these factors, traders can adapt their strategies to enhance their income. Embracing financial literacy can help them make better financial decisions, while understanding the impact of cash and non-cash payment methods allows traders to meet the growing demand for digital transactions and keep up with technological advancements in the market.

2. Adaptation to Technological Changes

The study highlights the importance of embracing both cash and non-cash payment methods. This suggests that traders who adopt digital payment systems can potentially increase their income by making transactions more efficient and accessible. Traders who stay ahead of technological changes by incorporating QRIS or other digital payment systems are likely to benefit from a broader customer base, leading to higher sales and more stable income.

3. Exploration of Additional Factors

While financial literacy, cash payments, and non-cash payments significantly affect income, this study also opens the door to further research into other factors that may influence traders' income. By exploring additional variables, traders can uncover further opportunities to boost their earnings and reduce potential challenges. This could include market trends, customer preferences, or even external economic factors. A continuous effort to identify and leverage these factors can help ensure traders in the Pasar Manis Purwokerto remain competitive and resilient in the future.

C. Research Limitations

The limitations of this research include its focus solely on the Pasar Manis Purwokerto, which may limit the generalizability of the findings to other markets or regions with different characteristics. Additionally, the study only utilized three predictor variables: Financial Literacy, Cash Payments, and Non-Cash Payments in analyzing their influence on Income. Incorporating additional variables, such as consumer behavior, technological adoption, or market competition, could provide a more comprehensive understanding of the factors affecting income. Future studies could expand the scope and include more diverse variables to enhance the depth and applicability of the findings.