

THESIS

**THE INFLUENCE OF ACCOUNTING KNOWLEDGE, DIGITAL
MARKETING, AND FINANCIAL LITERACY ON THE FINANCIAL
PERFORMANCE OF MICRO BUSINESS CULINARY
IN BANYUMAS REGENCY**



By:

RAGIL ARIANTO

SIN C1I021005

**MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
JENDERAL SOEDIRMAN UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS
ACCOUNTING DEPARTMENT**

2025