ANALYSIS SHARIA FINANCIAL LITERACY LEVELS ON TRADERS IN CIHAPIT TRADITIONAL MARKET DISTRICT BANDUNG WETAN CITY BANDUNG

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ABSTRACT

Financial literacy are knowledge, attitude, behavior, skill and trust in financial institutions, the rapid development of sharia financial market is not accompanied by public sharia financial literacy, financial literacy index at financial institutions by 0.19% and banking by 6.63% while financial inclusion of financial institutions by 0.24% and banking by 9.61%. OJK created a program to improve education and literacy of Indonesia sharia financial literacy the program is National Strategy on Indonesia Financial Literacy, with the target being SMEs including traditional market traders, one of them being Cihapit traditional market traders with 83 traders in 2019 (Cihapit Market Unit Offices), around the market there are micro finance institution is Baitul Maal wat Tamwil (BMT) so that it can be an opportunity for Cihapit traditional market traders and should have sufficient knowledge of Islamic financial. This study is to analyze the level of sharia financial literacy in traders Cihapit traditional market traders by using 3 components of sharia financial literacy are financial knowledge, financial behavior and financial attitude that can be influenced by factors of education, age, income, experience and gander. The result of this study indicated that Cihapit traditional market traders have a level of sharia financial literacy in the sufficient category. Education, income, experience and gender influences on sharia financial literacy, while age not effect on each components. Education, income and gender influences on financial knowledge, while experience not influences on financial knowledge. Education and experience influences on financial behavior while income and gender not effect on financial behavior. Education, income, experience and gender influences on financial attitude. There are differences in Islamic financial literacy based on education, age, income, experience, while based on gender there is not difference.

Keywords: Sharia Financial Literacy, Financial Knowledge, Financial Behavior, Financial Attitude, Education, Age, Income, Experience, Gender.