

## **ABSTRACT**

*This research discusses about The Depedence Of Traders Towards Rentenir (moneylenders) at Kranggan Traditional Market. The subjects of the research were people as the source of information who could provide accurate data according to the condition and events that occurred at the area of the research. In this case, the subjects of the research were market traders at Kranggan traditional market. The samples were 50 respondents. The data analysis technique was Double Linear Regression. Based on the conducted analysis, the result illustrated that variable trust, facility, and promotion had positive and significant influence the dependence of traders towards moneylenders.*

**Keywords:** *Dependence Of Towards Moneylenders, Trust, Facility, Promotion.*