

MATRIK: JURNAL MANAJEMEN, STRATEGI BISNIS DAN KEWIRAUSAHAAN

Terakreditasi SINTA Peringkat 2 SK: 148/M/KPT/2020

MATRIK

Explaining Students Revisit Intention via Scarcity Cues and Perceived Value: the Role of Sensory Brand Experience as Boundary Condition

Supriadi Thalib, Harimurti Wulandjani, Nana Nawasiah, Hendrayadi, Rimi Gusliana Mais

New Brand Ride-Hailing Apps Continuance Intention of Gen Z: the Role of Personal Innovativeness in Information Technology

Agung Maulana, Arny Lattu, Bagja Rahma Putra

Risk Perception as Mediator in the Effect of Financial Literacy to Entrepreneurial Orientation among MSMEs

Tiara Carina, Ni Made Indah Mentari, I Dewa Made Arik Permana putra, Melani Gita Sari, Ni Putu Tasiya Purnama Dewi

Determining Value Co-Creation Behaviour toward Customer Loyalty and Customer Retention on the SRC's Business Platform

Muhammad Baehaqi, Ragil Setyo Cahyono, Sulis Riptiono

Expanding Supply Chain Performance in Logistic and Forwarder Companies: How Collaboration Enhance Capabilities and Innovation Performance

I Wayan Edi Arsawan

Bootstrap Financing as a Capital Raising Strategy in *Ikat* Weaving Enterprises

Melkianus Radja, Yulita Milla Pakereng

The Effect of Digital Literacy and Innovation Resistance to Use Digital Payment for Taxpayers Enhance Capabilities and Innovation Performance

Ni Made Susi Adnyani, Ni Kadek Sinarwati, Fridayana Yudiatmaja

Implementation of Bali Local Cultural Values (Jengah, Taksu, and Menyamabraya) in Human Resources Practices Associated with Stress and Organizational Performance in Cooperatives in Bali

Ni Wayan Sitiari, Luh Kade Datrini, I Made Suniastha Amerta

Diterbitkan oleh: Universitas Udayana

MATRIK: JURNAL MANAJEMEN, STRATEGI BISNIS DAN KEWIRAUSAHAAN	Volume 17	Nomor 1	Halaman 1-108	Denpasar Februari 2023	ISSN 1978-2853
---	--------------	------------	------------------	---------------------------	-------------------



Published since 2007 by Udayana University

EDITORIAL TEAM

Editor in Chief

1. **Ni Made Asti Aksari**, Faculty of Economics and Business, Udayana University, Indonesia

Managing Editor

1. **Ni Nyoman Ayu Diantini**, Faculty of Economics and Business, Udayana University, Indonesia
2. **I Gede Nandya Oktora P**, Faculty of Economics and Business, Udayana University, Indonesia

Editorial Board Members

1. **Agustinus C Februadi**, Bandung State Polytechnic, Indonesia
2. **Chanchai Phontanukitithaworn**, Mahidol University International College, Thailand
3. **Ni Nyoman Kerti Yasa**, Udayana University, Indonesia
4. **Ni Luh Putu Wiagustini**, Udayana University, Indonesia
5. **Dina Sartika**, Padjadjaran University, Indonesia
6. **Made Reina Candradewi**, Udayana University, Indonesia
7. **Zakir Hossain**, Coventry University, England
8. **Ni Wayan Ekawati**, Udayana University, Indonesia
9. **Muhammad Irdam Ferdiansah**, Hasanuddin University, Indonesia
10. **I Gede Riana**, Udayana University, Indonesia
11. **Made Surya Putra**, Udayana University, Indonesia
12. **Yeyen Komalasari**, Dhyana Pura University, Indonesia
13. **Lydia Ari Dwiyantri**, University of National Education, Indonesia
14. **Luh Gede Sri Artini**, Udayana University, Indonesia
15. **I Gusti Ngurah Jaya Agung Widagda K**, Udayana University, Indonesia
16. **Waranpong Boonsiritomachai**, Kasetsart University, Thailand

Editorial Assistant

1. **Ni Putu Sri Yuristianti**, Faculty of Economics and Business, Udayana University, Indonesia
2. **Putu Dian Pradnyasari**, Faculty of Economics and Business, Udayana University, Indonesia

EDITORIAL ADDRESS

BJ Building Lv. III, Faculty of Economics and Business, Udayana University

Jl. PB Sudirman, Denpasar

Tel. 0361-224133, Fax. 0361-241929

e-mail: matrik.fe@unud.ac.id

Instructions for writing articles are on the inside of the back cover