

MATRIX: JURNAL MANAJEMEN, STRATEGI BISNIS, DAN KEWIRASAHAAN

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



Does Board Gender Diversity Affect Financial Distress

Yandi Suprapto, Irvin Ng

Biased Behavior and Stock Investment Decisions of Investors in Bali, Indonesia

Agus Wahyudi Salasa Gama, Ni Putu Yeni Astiti, Ni Wayan Eka Mitariani

Tourism Transition and Green Economy: Inspire or Prevent People's income in the Covid-19 Shock

Heni Noviarita, Muhammad Kurniawan, Khavid Normasyhuri, Gustika Nurmalia

A Blue Ocean Strategy for Herbal Liniment: Escaping Tight Competition in Indonesian Market

Elvina Yohana Santoso, Werner Ria Murhadi

Impact of Tourist Satisfaction Attributes on Behaviour of Sharing Tourism Experiece on Social Media

Suwitho, Hindah Mustika, Fastha Aulia Pradhani

Financial Investment Behavior of Individual Investors in Indonesia after the Revocation of the Covid-19 Policy

Thasrif Murhadi, Ghazali Syamni, Marzuki, Zamzami Zainuddin, Sari Yulis Terfiadi

Bank Profitability Analysis: the Role of Liquidity, Company Size, Asset Quality and Leverage

Desi Nurvitasisari, Ulil Hartono

How Social Media Reviews and Perceived Value Affects the Purchase Intention of Beauty Products

Karina Vashti Devi, Laurentina Varina Halim

Diterbitkan oleh: Universitas Udayana

MATRIX: JURNAL MANAJEMEN, STRATEGI BISNIS, DAN KEWIRASAHAAN	Volume 17	Nomor 2	Halaman 109-228	Denpasar Agustus 2023	ISSN 1978-2853
---	--------------	------------	--------------------	--------------------------	-------------------



Matrik: Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan

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. **Zakir Hossain**, Coventry University, England
2. **Kadek Trisna Dwiyanti**, Murdoch University, Australia
3. **Agustinus C Februadi**, Bandung State Polytechnic, Indonesia
4. **Waranpong Boonsiritomachai**, Kasetsart University, Thailand
5. **Chanchai Phontanukitithaworn**, Mahidol University International College, Thailand
6. **Ni Nyoman Kerti Yasa**, Udayana University, Indonesia
7. **Ni Wayan Ekawati**, Udayana University, Indonesia
8. **I Gede Riana**, Udayana University, Indonesia
9. **Dudi Anandya**, University of Surabaya, Indonesia
10. **I Gusti Ayu Manuati Dewi**, Udayana University, Indonesia
11. **Rina Hastuti**, UIN Raden Mas Said Surakarta, Indonesia

Editorial Assistant

1. **Ni Putu Sri Yuristiani**, 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