

MATRIK: JURNAL MANAJEMEN, STRATEGI BISNIS, DAN KEWIRAUSAHAAN

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Adapting Travel Business Strategies for Gen Z: The Role of Cross-Border Partnership and Technology Integration

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



TABLE OF CONTENTS

Adapting Travel Business Strategies for Gen Z: The Role of Cross-Border Partnership and Technology Integration

Dwiyono Rudi Susanto, Tonny Hendratono, Supina Supina, Amin Kiswantoro, Nur Rohman _____ 108-123

How E-Wallet Usage Triggers Impulsive Buying in Online Live Shopping Platform: Evidence from Indonesia

Sudhian Aryadipura, Muhammad Fikrinala Margaliu, Miranda Tanjung _____ 124-142

Improving Financial Literacy and Perception to Increase Public Involvement in Capital Markets: Evidence in West Java

Dito Rinaldo, Vina Anggila Puspita, Nico Irawan _____ 143-158

A Study of Intention to Reduce Indonesia's Food Waste

Teresia Debby, Atik Aprianingsih, Agus Hasan Pura Anggawidjaja, Wisnu Wardhono, Ivan Prasetya, Chris Petra Agung, Avadhut Patwardhan _____ 159-170

Incentive Mechanism for Quality Inspection: A Linear Programming Approach

I Nyoman Sutapa, I Gede Riana, Magdalena Wullur, Indriati Njoto Bisono _____ 171-187