

EDITORIAL PREFACE

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All four manuscripts have a mainly methodological orientation. In the first article, the very first one we ever published from outside Indonesia, Amassoma, Ogbuagu, and Niniola review whether there is a relationship between international trade, intellectual property right, and level of economic development in Nigeria. They express concern about opposition from several economists over introducing intellectual property right into trade agreements. They envisage a future with more attention for economic development stimulation can be driven by international trade and innovation via intellectual property rights in the country. To help achieve this vision, they provide a set of recommendations for attracting foreign investment as ways to guarantee a well-developed framework and promote intellectual property rights.

In the second article, Alfian and Dewantara address the seemingly ever-present problem of competition in the local patisserie industry. They discuss what can be done about it by reviewing factors of product quality and price on purchase decision. Interestingly enough, product quality does not influence purchase decision and price only partially has a significant effect towards buying decision, but they simultaneously do.

Karen and Rosanto, in the third article, address the relationship between product quality dimensions and customer satisfaction of a café in North Jakarta. In their article, they emphasize that product features and performance are important influencers on satisfaction of café visitors. Reviewing the current initiatives on how these two factors may play a role, they make various recommendations on how to implement best practices in exceeding expectation of customers.

The final article by Ardiansyah and Fortuna argue for the need to include a 4A theory approach in visitor attraction research. To improve the management of a tourist destination, they emphasize the need for more mix method research that investigates the necessary to use a combination of SWOT analysis, IFAS, and EFAS matrixes. Among these, the attractions, accessibility, amenities, and ancillary service perspectives are particularly important.

Finally, this second issue in 2020 aims to provide a critical and constructive review of the research conducted in business and entrepreneurship, especially as it is published in the Jurnal Bisnis dan Kewirausahaan. The contributions to this important collection of articles provide numerous recommendations for improving our important and growing field of business and entrepreneurship.