

EDITORIAL PREFACE

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The subject-matter of our journal will continue to be varied, since we interpret the words *business* and *entrepreneurship* in the widest sense. Everything that relates directly to those used in business and entrepreneurship investigations will be within our scope. Drawing on multiple disciplinary trajectories, the five articles included in the May 2019 issue of the *Journal of Business and Entrepreneurship* explore topics related to tourism, communication, promotion, organizational culture, job satisfaction, ethnicity, branding, social identity, advertising, and donation behavior. The theme of tourism motivation is continued by Ardiansyah and Anita in 'The Effect of Tourism Motivation on Visiting Decisions in Jakarta History Museum Kawasan Kota Tua Jakarta'. Unsurprisingly, their research found that tourist motivation consisting of physical motivation, cultural motivation, prestige / status motivation has a significant influence on visiting decisions, while the motivation of tourists from interpersonal motivation does not have a significant influence on visiting decisions. The researchers' recommendations that maintaining facilities for health and cultural motivation purposes ought to be playing traditional Jakarta music in the Jakarta History Museum area, so that visitors can feel the nuances of Jakarta more closely and preserving local culture and customs.

Tjandra and Muqarrabin's paper 'Analysis of factors Affecting the Frequency of Visits and Their Impact on Purchase Intention at XYZ Mall' examines the factors that have an impact on frequency of visits and purchase intention at XYZ Mall. The research demonstrated that communication and promotion as well as convenience have significant influence on frequency of mall visits. On the other hand, tenant variety, internal environment and leisure mix do not.

The problem of employee's turnover intention is the theme of Kharismawan and Sucento's article, 'Analysis on the Impact of Organizational Culture and Job Satisfaction towards Employee Turnover Intention (A Case Study of Bank XYZ)'. They argue that high employee turnover at Bank XYZ may negatively influence the employee productivity leading to the loss of experienced and trained office staff. They conclude that innovation and risk taking as well as co-worker relationship and opportunity for promotion have no significant influence towards employee turnover intention in Bank XYZ.

To analyze the influence of sexiness level and ethnicity on the attitude towards the brand, the model, and cigarette buying intention, is demonstrated in the research from Fauzi and Alif, 'Selling Cigarettes: The Effects of Sexiness Level and Ethnicity of Sales Promotion Girl among Smokers and Non-smokers'. They offer us an experimental study for discussion, but emphasize too that the sexiness level of sales promotion girl's uniform do affect the non-smoking consumers' attitude to the model, but not their attitude toward the brand and purchase intention. On the other hand, non-smoking respondents give more positive response to the mixed Western model wearing high level of sexy uniform, while the smoking-respondents are more to the mild-level sexy-uniform-wearing native Indonesians and mixed Westerns.

The fifth article by Secioria provides a glimpse of the moderating role of social identity in her experiment study, 'The Moderating Role of Social Identity on the Relationship between Behaviorally Targeted Ads and Donation Behavior'. She surveyed 240 state university students to evaluate the role of social identity as a moderating factor on the nexus between behaviorally targeted ads and donation behavior. She suggests that in using targeted advertising behaviors, marketers should highlight the social identity factor of their target market. For Indonesian context where individuals still adhere to a culture of collectivism, the self-concept they have comes from perceptions adjusted to membership in their social groups in determining their behavior.