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EDITORIAL

This issue of the *Jurnal Manajemen Teori dan Terapan* contains six papers. These six papers offer different insights on the theme of functional management area. The first paper by identify the priority factors that being a barrier to develop the practice of cash waqf on Small Medium Enterprises (SME) financing through Islamic Cooperation in Indonesia using Analytic Network Process (ANP) method. The result shows that the problems appeared in managing cash waqf in Indonesia divided into two important aspects; there is an internal and external aspect. The rank for most priority problems in inner aspect to less priority based on the priority result is the accountability aspect, human resources, and institutional challenge. The position for external issues based on the priority result is authority aspect and public aspect.

The second paper aims to determine the effect of parasocial interaction, perceived enjoyment, perceived usefulness, and negative affect of social media users on the urge to buy impulsively. Data was taken by distributing questionnaires online involving 189 female respondents who watched the beauty blog video on Youtube. The location of this research in Indonesia. Hypothesis testing using Partial Least Squares (PLS). The results of the study show that parasocial interaction, perceived enjoyment, perceived usefulness affect the urge to buy impulsively. In contrast, negative affect harms the urge to buy impulsively. The results of this study have implications for cosmetics marketers who use YouTube as one of their marketing media in improving marketing strategies that are more effective in attracting users through impulsive buying.

The third paper is about job satisfaction in Perwiratama Group, the result of this study shows that job satisfaction variable on work, job satisfaction on salary, and job satisfaction on co-workers influence employee engagement variables. While job satisfaction variables on promotion and job satisfaction on supervision of employee engagement variables have no effect. Job satisfaction factors (job satisfaction at work, job satisfaction on salary, job satisfaction on promotion, supervision of job satisfaction, and job satisfaction on colleagues) affect employee engagement variables at Perwiratama Group by 43.1%, while the rest is influenced by other factors not examined in this study.

The fourth paper discuss about the Influence of Consumer Threat Emotion, Brand Trust and corporate image to the Buying Decision at Rumah Sakit Pertamina Balikpapan). This study shows that threat emotion does not have a significant positive effect on buying decisions, brand trust does have a significant positive effect on buying decisions, and corporate image has a positive and significant effect on buying decisions.

The Fifth paper discuss the effect of employee engagement and organizational culture on the employee's performance. The data collection method uses the saturating sample that is by giving questionnaires to all employees. The number of respondents who filled out the questionnaire total of 30 people from all work units of the company, who are consisting of staff level to managerial level. The location of this research in PT Top karir Indonesia, Jakarta. The hypothesis testing is using Partial Least Squares (PLS). The results showed that organizational culture had a positive but insignificant effect on employee engagement, in contrast, employee engagement and organization culture has a positive influence on employee performance. The results of this study have implications for new companies or companies that are in the development stage in improving employee performance more effectively through employee engagement and organizational culture.

The last paper discuss about the effectiveness of entrepreneurship training. Entrepreneurship training helps to support culture and entrepreneurship by changing mind-sets and increasing expertise. Micro, Small and Medium Enterprises (MSMES) training program has a challenge to pay more attention to the personal characteristics of entrepreneur to make it effective. Personal characteristics affect the training process, which is generate training success by obtaining satisfaction of the participants. The study examines personal characteristics; learning motivation, personal targets, and extraversion personality, as aspects that influence relationship between training and entrepreneurship orientation. The study was conducted on entrepreneur that took part in entrepreneurship training program using questionnaires. The results of the questionnaire were analysed with the SEM PLS model and generate results of the study, thus personal characteristics as moderation have no significant influence or relationship to the strength of the relationship between training and entrepreneurial orientation. Even though same as training, personal characteristics have a direct attachment to entrepreneurial orientation. The results of this study can be a reference for the implementation of the training to stimulate the trainees' personal characteristics to support entrepreneurial orientation.