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EDITORIAL

COVID-19 pandemic situation has changed the individual life style that in turn force business organizations to adjust their way to manage the business. In this volume contains research papers addressing the issue of digital life style especially in Indonesian case, that help us to understand how consumer behave toward business digital platform in recent years. Before discuss further on this issue, Editorial boards of JMTT is very pleased to announce that beginning of December 2020, The Jurnal Manajemen Toeri dan Terapan has been accepted for inclusion in the Directory of Open Access Journals (DOAJ).

This issue contains six papers. The coverage of this issue is on the area marketing, operation and organization. The first paper identifies the gaming industry. The gaming industry has become one of the most promising markets, and playing a game is also has been considered as the best leisure and entertainment activities in the last few decades. Understanding how consumers within the market behave is important to decide the best marketing strategy to be applied to achieve a competitive advantage in the market. Technology Acceptance Model (TAM) has been widely used to examine the adoption of technology and/or information system-related products. This study's main purpose is to investigate player's intention to play games on a mobile platform in Indonesia. The paper finds interesting results in which perceived ease of use and attitude toward use did not have a significant direct effect on players' intention to play mobile games. Theoretically, this study provides an integrated conceptual model to explain the role of self-efficacy on mobile game adoption. Strategically, this study results could help mobile game marketers to build the best marketing strategy for their targeted players.

The second paper address the issue of health care service. This study aims to investigate the interaction and relationship among health care service quality, patient satisfaction, and patient loyalty. In the context of mother and child hospital, the mediating effect of patient satisfaction on the relationship between health care service quality and patient loyalty was also analysed in this context. This study shows that the perception of health care service quality does not significantly have a positive effect on patient loyalty in the context of mother and child hospital. Moreover, the perception of health care service quality significantly has a positive effect on patient satisfaction. The perception of health care service quality is related highly to the brand image of a hospital. Thus, the hospital's marketing team must keep building a favourable brand image to attract customers to get health care services in the hospital.

The third paper look at the Increasing brand equity as one of the effective marketing strategies to influence customer satisfaction and customer engagement in the digital era. E-commerce companies must be able to understand the importance of brand power that ultimately increases the desire of customers to repurchase

products. Increasing the company's brand equity can provide more value for customers so that it can increase sales. The purpose of this study is to see the effect of brand strength in influencing customer satisfaction and whether it can also influence customers to engage in marketing so that it has implications for increasing purchase intention of the brand. The results of the study state that the higher the brand equity owned by an e-commerce company; it will affect customer satisfaction in doing online shopping that will have implications for customer intentions to repurchase. Brand equity has no effect on customer engagement due to different business models between B2B and B2C e-commerce. The research contributes to the development of research models related to brand equity marketing and the use of brand equity strategies that can be used by online marketers.

Furthermore, Tourism is one industry that is proliferating and faces intense global competition. Destinations around the world compete to increase the number of tourists and larger investors who will later contribute to the growth and development of them. The fourth paper develop a model in the tourism industry by analysing tourist behaviour in returning visits to a tourist destination. The results found that revisit intention and e-WOM will be affected by destination experience. A pleasant experience during a visit to a tourist destination can be maintained by the right destination identity and destination service quality. Also, destination experience strengthened by excellent destination natural quality. This research model can be adopted in various tourist destinations to increase the number of tourists visiting.

Moving to the operation management issue, efficiency is key to the manufacturing industry. Lean manufacturing improves efficiency, reduces waste, and increases productivity. Lean manufacturing is designed to minimize the waste of material and labour while maintaining or increasing levels of production. These reasons are important for practitioners and scientists to know about lean production's practice in real business. Our fifth paper analyze the application of Lean Production implementation in Kopi Pak Tani. Waste and a big map of the production process originated from Kopi Pak Tani will be used as data. The study provides information regarding the waste in Kopi Pak Tani including waiting time, supply, defects, and transportation. The waste of waiting time is due to the heating furnace activity of roasting machines, cooling process, and re-drying. Then, waste of supply occurs because of the absence of SOP that regulates the purchasing process in large quantities of new consumers, so that the supply on display is not able to fulfill the consumers' demand, the waste of defects occurs since there is still small dirt discovered in raw coffee beans that have to go through the sieving process manually, and waste of transportation occurs as a result of waste in supply, which new consumers who suddenly purchase coffee in large quantities urge to be delivered on the same day.

The last paper is trying to explore and understand the relationship between academic intrinsic motivation (AIM) and academic performance among university

students. The results of the study indicate that motivation has a strong role on student performance, so it is very important to understand what motivation most drives student success. Student performance is an indicator of competence and character building of students to develop themselves and careers in the future. Specifically identifying both intrinsic motivation and extrinsic motivation so that they can be applied in an effective learning process. The further results show the need for peer acceptance and the need for social belonging, support from friends and the surrounding environment is the most dominant factor. Parental influence and educator support can direct and guide students in achieving performance. This is supported by social media which is increasingly popular these days. Similar findings from previous research suggest that family preferences, information, and socioeconomic background can all play an important role in choosing a college major. Friends and the environment are the most dominant things, so it is the responsibility of the related parties to create a supportive learning environment and atmosphere. Such as providing internet network facilities that support and present learning content through more attractive social media.