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Dear.

Natalie Christy, Setyo Ferry Wibowo, Dewi Agustin Pratama Sari

Thank you for submitting your best article to be published on **Jurnal Semesta Ilmu Manajemen dan Ekonomi** with the title:

**"ANALISIS PERILAKU KONSUMEN GEN Z DONAT PINKAN MAMBO
BERDASARKAN ULASAN CONTENT CREATOR DI TIKTOK DENGAN
PENDEKATAN EXPECTATION CONFIRMATION THEORY"**

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **Jurnal Semesta Ilmu Manajemen dan Ekonomi** edition **Volume 2 Number 4**

Thus we submit this letter of information to be used as it should be, we express our gratitude.

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Palembang, 28 May 2026

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