



LEMBAGA PENELITIAN DAN PENGEMBANGAN PUSTAKA CENDEKIA

Jurnal Semesta Ilmu Manajemen dan Ekonomi

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3064-2264



JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

Number : 2478/J-SIME/Vol12/No4/2026

Dear.

Rika Putri Anggi Anna

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

"Pengaruh brand ambassador dan brand image terhadap keputusan pembelian produk Maybelline pada gen z (studi kota Tanjungpinang)"

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.

No Reg : LOA20260602213505

Palembang, 02 June 2026

Editor In Chief



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the LOA can be
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LOA20260602213505

Muhammad Zulkarnain, S.E., M.Si.

Publisher :

Lembaga Penelitian dan Pengembangan Pustaka Cendekia

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