
JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

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Dear.

Elsa Armelia, Yoki Oktorian Sukardi

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

**"Pengaruh Brand Image dan Persepsi Harga terhadap Keputusan
Pembelian Tas @mosssdoom.indonesia di TikTok Shop pada Generasi Z di
Kota Bandung"**

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 3 Number 1**

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

No Reg : LOA20260724083304

Palembang, 24 July 2026
Editor In Chief



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the LOA can be
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Muhammad Zulkarnain, S.E., M.Si.

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