PT INOVASI PRATAMA INTERNASIONAL
International Journal of Economics (IJEC)
HP : +6285664135209 ; E-Mail : info@ipinternasional.com ; E-ISSN : 2961-712X

JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

Number : 212/IJEC/Vol4/No1/2025

Dear.
Medi Hendika Syakban, Rizky Dermawan*

Thank you for submitting your best article to be published on **International Journal of Economics (IJEC)** with the title:

"The Effect of Brand Image and Electronic Word of Mouth (E-Wom) on Buying Interest of Mixue Consumers in Generation Z in Surabaya City"

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **International Journal of Economics (IJEC)** edition **Volume 4 Number 1 January 2025**.

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

No Reg : LOA20250114025632

Nigeria, 05 December 2024
Editor In Chief

The authenticity of the LOA can be checked by scanning the QR code on the side!

LOA20250114025632

Sani Isah, Ph.D

Publisher :
PT Inovasi Pratama Internasional
Cempaka Street 25, Ujung Padang, Padangsidimpuan, 22725, North Sumatra, Indonesia
+6285664135209
info@ipinternasional.com