



JOURNAL ARTICLE PUBLICATION STATEMENT

Letter Of Accepted (LoA)

Number : 614/IJCS/Vol5/No1/2026

Dear.

Silvy Lefina Mandey, Victor Paskah Kalawat Lengkong, Jenny Emma Agustin Kandou

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

"A Development Model Of Promotional Strategy, Brand Equity, And Product Innovation Influencing Purchase Intention: A Case Study Of Nata De Coco Msmes In North Minahasa Regency, Indonesia"

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 Community Service (IJCS)** edition **Volume 5 Number 1 February 2026**.

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

No Reg : LOA20260220081214

Medan, 20 February 2026
Editor In Chief



Prof. Dr. Ahmad Laut H., M.Pd



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

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