

JOURNAL ARTICLE PUBLICATION STATEMENT

Letter of Acceptance (LoA)

Number : /LOA/Escalate/767/Vol4/No4/2026

Dear.

Risma Hastiwi Putri, Donny Arif

Thank you for submitting your best article to be published on **Escalate: Economics and Business Journal** with the title:

"The Influence of Influencer Authenticity and Perceived Safety on Customer Retention through Emotional Engagement and Brand Attachment on Emina Products (Case Study of Emina Product Users in Sidoarjo Regency)"

Based on the results of the review and the decision of the editorial team, the article is declared **ACCEPTED** for publication in the **Escalate: Economics and Business Journal** edition **Volume 4 Number 4 August 2026**.

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

No Reg : LOA20260827154433

Palembang, 27 August 2026
Editor In Chief



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

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