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Letter of Acceptance (LoA)

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Dear.
Leonida Yuma Paloma

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

"The Influence of Product Demonstration, Information Quality, and Influencer Credibility in TikTok Live Shopping on Generation Z Consumer Purchasing Decisions"

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 October 2026**.

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

No Reg : LOA20261024184802

Palembang, 24 October 2026
Editor In Chief

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

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Muhammad Rizky, M.Ed.

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Kota Palembang, Sumatera Selatan
+62 812-7488-7803
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