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Dear.
Isna Firdasari Ajwa, Lokot Muda Harahap

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

"Pengaruh Kualitas Produk dan E-Wom Terhadap Keputusan Pembelian Produk Lipstick Wardah Di E-Commerce Shopee Wardah Official Pada Mahasiswa Prodi Manajemen Stambuk 2022-2025 Fakultas Ekonomi Universitas Negeri Medan"

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 : LOA20261025063642

Palembang, 25 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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