

Letter of Acceptance
No. 1073/IPI/IJEC/Vol. 3/Issue 2/2024

Herewith, the IJEC Publication informs that the manuscript has been sent with the following data:

Title	The Influence of Social Media Influencer on Purchase Intention with Brand Awareness and Brand Image as Mediatin Variable
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Status	ACCEPTED
Submitted	September 01, 2024
Riview Process	September 02, 2024-December 30, 2024
Publish Online	September-December, 2024

The article has met the requirements and is **ACCEPTED** and published in the journal IJEC Vol. 3 Issue. 2 July-December 2024. It is thus this certificate to be used properly.

Editor in Chief



Sani Isah, Ph.D

Decision conveyed to

- 1 . Director Inovasi Pratama Internasional. Ltd
- 2 . Residence documents

FORM REVIEW ARTICLE IJEC

ARTICLE TITLE

The Influence of Social Media Influencer on Purchase Intention with Brand Awareness and Brand Image as Mediatin Variable

Assessment variables	Description	Assessment indicators				
		VB	B	E	G	VG
A. General						
Relevance	Suitability of articles with publication topics and template				√	
Contribution	The quality of the paper is viewed from the ideas and originality, novelty and innovation				√	
B. Writing technique						
Article organization	The language used,clarity of article content and ease of understanding by readers				√	
Abstract (English)	Short, clear and complete, can attract attention and encourage people to take the time to get and read the full paper				√	
Introduction	Clarity of disclosure of background of the problem, differences with previous studies, and contributions to be made				√	
Research Method	Research design, procedures diagrams, algorithms, pseudocode or flowchart)				√	
Results and Discussions	Presentation of results and discussions acumen Can be accompanied by tables and figures for easy understanding				√	
Tables, pictures and citations	Title and numbering and citation techniques				√	
Conclusion	The essence of the findings from the research carried out and there Presentation according to the problem				√	
Reference	Appropriateness of references given, procedures for writing and referencing the manuscript				√	
	(all references must be referenced in the text)					
C. Result						
Decision	Articles can be published directly [√] Articles can be published with minor revisions [√] Articles can be published with major revisions [...] Please submit articles for evaluation after revision [...] The articles not eligible for publication based on the above reasons [...]					
Suggestions and comments	The article is good enough, but a few points need to be fixed: abstract, keywords, and references					

*) Give sign (√) for grading in one column each row.

Indicator table

	Keterangan
VB	Very Bad
B	Bad
E	Enough
G	Good
VG	Very Good

Editor in Chief



Sani Isah, Ph.D

