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Letter of Acceptance
No. 19.27/EKONOMI/24/V/2023


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

Title	BRAND IMAGE MEDIATES BETWEEN K-POP CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA ADS AND THE PURCHASE INTENTION OF GEN Z CONSUMERS
Author	Ajeng Aquinia¹ , Bambang Suttedjo², Rokh Eddy³
Affiliation	Economics and Business Faculty, Universitas Stikubank^{1,2,3}

The article has met the requirements and is **accepted** and will be published in the Jurnal Ekonomi Edition July - September Vol. 12 No. 03, 2023. It is thus this certificate to be used properly.



Medan, 24 May 2023
Managing Editor


Paska Marto Hasugian, M.Kom

Decision conveyed to

1. Leaders of Yayasan Dermawan Cendikiawan Bersatu
2. Concerned
3. Residence documents



Form Review article Jurnal Ekonomi

Article title : BRAND IMAGE MEDIATES BETWEEN K-POP CELEBRITY ENDORSEMENTS IN SOCIAL MEDIA ADS AND THE PURCHASE INTENTION OF GEN Z CONSUMERS

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 problem, differences with previous studies, and contributions to be made					✓
Research Method	Research design, procedures(diagrams, algorithms, pseudocode or flowchart)				✓	
Results and analysis	Presentation of results and analysis acumen Can be accompanied 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 their 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	1. Articles can be published directly [...] 2. Articles can be published with minor revisions [✓] 3. Articles can be published with mayor revisions [...] 4. Please submit articles for evaluation after revision [...] 5. The articles not eligible for publication based on the above reasons [...]					
Suggestions and comments						

*) Give sign (✓) forgrading in one column each row.

Medan, 24 May 2023

Indicator table

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

