



Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta
Bagian Publikasi dan Penerbitan

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LETTER OF ACCEPTANCE

29 Desember 2025

To: Kartika Tifania Fadilla & Nina Fapari Arif
Universitas Pembangunan Nasional "Veteran" Yogyakarta

Dear Kartika Tifania Fadilla & Nina Fapari Arif

I hope this message finds you well. I am pleased to inform you that your article titled "The influence of perceived enjoyment, promotional urgency, and consumer trust on purchase decision of Whitelab via TikTok Live in Yogyakarta" has been accepted for publication in Jurnal STEI Ekonomi Vol. 34 No. 2 (2025). After a thorough review process, we believe that your research makes a significant contribution to the field of accounting and management.

We appreciate the effort and dedication you have put into preparing this manuscript. The comments and suggestions from the reviewers have helped enhance the quality of the paper, and we are confident that our readers will gain valuable insights from your work.

As the next step, we will begin the production process for your article. Our team will reach out to you if any additional information is needed or if there are minor revisions to be made before publication. We will also provide you with information regarding the publication date and the final format of the article.

Additionally, please find attached the invoice for the publication fees associated with your article. **The total amount due is Rp 750,000**, and payment can be made via bank transfer to **BANK BCA 4061506386 a/n Maya Mustika**. Kindly ensure the payment is completed by 31/12/2025 to facilitate a smooth publication process. After making the payment, please confirm it by filling out the form at the following link: <https://bit.ly/payconjurnalSTEI>.

Best regards,
Maya Mustika
Editor Journal
Jurnal STEI Ekonomi

Note:

- (1) Starting in July 2024, STIE Indonesia Jakarta will issue electronic Letters of Acceptance (LoA) to ensure the authenticity of the information. All LoAs can be validated at the following page: <https://journal.steipress.org/index.php/LoA> to prevent fraud.
- (2) This document is generated electronically and does not require a signature.
- (3) Document proofs will be available for review approximately six working days after the acceptance notification. Please note that articles not meeting English quality standards may take longer to process, as they will be queued for language editing by the editorial team.