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LETTER OF ACCEPTANCE (LOA)

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Dear Author(s):

Isna Ma'rifatul Hidayati, Bahtiar Efendi, Muhammad Asif Maulana Akbar

Thank you for submitting your research paper to **Economics and Business Journal (ECBIS)**. We are pleased to inform you that your manuscript entitled:

**"THE INFLUENCE OF BRAND LOYALTY AND CUSTOMER DISSATISFACTION ON
BRAND SWITCHING"**

Based on the peer-review reports and editorial team decisions, your article has been officially **ACCEPTED** for publication in **Economics and Business Journal (ECBIS)**, scheduled for **Volume 5 No. 1 (2026)**.

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**Isna Ma'rifatul Hidayati, Bahtiar Efendi, Muhammad Asif
Maulana Akbar**

In recognition of the publication of the research paper titled:

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