



THE INDONESIAN FINANCIAL MANAGEMENT ASSOCIATION

(KEPMENKUMHAM R.I. NOMOR AHU-0019786.AH.01.07 TAHUN 2015)

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No : 204 / 5th IRCMB / VII / 2024

Hal : **LETTER OF ACCEPTANCE**

Jakarta, 11 July 2024

**Dear Deischa Yuky Andarizky, Andi Muhammad Sadat, Rahmi
Faculty of Economics, State University of Jakarta**

We are pleased to inform you that your paper entitled **“THE INFLUENCE OF EXPERIENTIAL MARKETING AND CONSUMER TRUST ON THE LOYALTY OF SHOPEE USERS IN JAKARTA THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE (CASE STUDY ON GENERATION Z IN JAKARTA)”** submitted to the Fifth International Research Conference on Management and Business (5th IRCMB) held on August 1 & 2, 2024 has been accepted for oral presentation (hybrid conference). The abstract/paper will be included in the conference proceedings with ISSN/ISBN. Selected papers will have the opportunity to be published in international journals.

Please pay the registration fee by July 15, 2024 at the latest to be included in the conference program.

Should you have any enquiries, please do not hesitate to contact us at submission@ircmb.org

Thank you.

Best wishes,

Suherman

Conference chair, 5th IRCMB, <http://ircmb.org/call-for-papers-2024/>