



LETTER OF ACCEPTANCE

No: 41/AJIM/LOA/VIII/2024

August, 11th 2024

Dear Authors,

On the behalf of Airlangga Journal of Innovation Management (AJIM) Editor Board, we are pleased to inform that your paper, entitled:

**Optimizing the Use of Augmented Reality, Brand Image, and Brand Equity on
Customer Loyalty for Maybelline Cosmetics on The Shopee Platform**

Written by “**Ayu Tri Tungga Dewi, Dewi Komala Sari, Lilik Indayani**”

has been ACCEPTED and will be proceed to be published in Airlangga Journal of Innovation Management, Vol.5 No.3 2024. We congratulate you on your achievement. The technical issues about the publication will be informed later. Thank you very much for participating in our journal.

Best Regards,

Editor in Chief

Airlangga Journal of Innovation Management



Manhad

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