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To,
Purwanto,
Department of economic WR. Supratman University, Indonesia
Kuswandi
Department of Economic Mahardika University, Indonesia
Sunjoto,
Department of Economic Mahardika University, Indonesia

Dear Sir/Madam,

It gives me immense pleasure to inform you that your paper entitled “**ROLE OF DEMANDING CUSTOMER : THE INFLUENCE OF UTILITARIAN AND HEDONIC VALUES ON LOYALTY CUSTOMER**” has been accepted by review committee to be publish in *Researchers World – Journal of Arts, Science & Commerce* (Online ISSN: 2229-4686, Print ISSN: 2231-4172, Impact Factor (GIF): 0.479) in **Jan. 2015, Volume VI, Issue – 1.**

If you have any query, kindly feel free to contact me.

With cordial regards,



Dr. Arif Anjum
Managing Editor,
Researchers World – Journal of Arts Science & Commerce



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