KEMENTERIAN AGAMA REPUBLIK INDONESIA
UIN SAYYID ALI RAHMATULLAH TULUNGAGUNG
Jl. Mayor Sujadi Timur 46 Telp. (0355) 321513 Fax (0355) 321656 Tulungagung
Gedung Lembaga Penelitian dan Pengabdian kepada Masyarakat Lt. I

Chusnul Chotimah
Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung
Jawa Timur Indonesia.

Dear
Heliyon Editors

I/we wish to submit an original research paper entitled "**Exploring the Impact of Brand Image, Brand Identity, and Brand Personality on Student Interest Using Social Media as Mediation variable ".**
For consideration by International Journal of Educational Management.
I confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this paper, I/we report that brand image, brand identity and brand personality positive and significantly affect students interest. Social media also positively and significant affect students interest.

I/we have no conflict interest disclose.
Please address all correspondence concerning this manuscript to me at :
Email: chusnul.chotimah@uinsatu.ac.id or chusnultata@gmail.com

Sincerely

Chusnul Chotimah