Analisis Regresi Linier Berganda

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| ***Coefficientsa*** | | | |
| Model | | *Unstandardized Coefficients* | | | |
| B | Std. Error | |
| 1 | (*Constant*) | 2.785 | 1.110 | |
| *Live Streaming* (X1) | .240 | .100 | |
| *Content Marketing* (X2) | .041 | .088 | |
| *Brand Ambassador* (X3) | .686 | .084 | |
| a. *Dependent Variable*: *Buying decision* (Y) | | | |