**Tabel 2.** *Uji Validitas*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **t** | ***indicator*** | ***R count*** | ***R table*** | ***Description*** |
| ***Live Streaming***  **(X1)** | X1.1 | 0.840 | 0.193 | *Valid* |
| X1.2 | 0.821 | 0.193 | *Valid* |
|  | X1.3 | 0.806 | 0.193 | *Valid* |
|  | X1.4 | 0.443 | 0.193 | *Valid* |
| ***Content Marketing***  **(X2)** | X2.1 | 0.673 | 0.193 | *Valid* |
| X2.2 | 0.266 | 0.193 | *Valid* |
|  | X2.3 | 0.760 | 0.193 | *Valid* |
| ***Brand***  ***Ambassador* (X3)** | X3.1 | 0.790 | 0.193 | *Valid* |
| X3.2 | 0.792 | 0.193 | *Valid* |
|  | X3.3 | 0.850 | 0.193 | *Valid* |
|  | X3.4 | 0.536 | 0.193 | *Valid* |
|  | X3.5 | 0.785 | 0.193 | *Valid* |
| ***buying decision* (Y)** | Y.1 | 0.738 | 0.193 | *Valid* |
| Y.2 | 0.792 | 0.193 | *Valid* |
|  | Y.3 | 0.818 | 0.193 | *Valid* |
|  | Y.4 | 0.818 | 0.193 | *Valid* |
|  | Y.5 | 0.677 | 0.193 | *Valid* |

**Sumber*:*** *Data diolah IBM SPSS Statistic Version 26 For Windows*