**Tabel 3**. Uji Realiabilitas

|  |  |  |  |
| --- | --- | --- | --- |
| ***Variable*** | ***Cronbach’s Alpha*** | ***Standard*** | ***Description*** |
| ***Live Streaming* (X1)** | 0.929 | 0.60 | *Reliabel* |
| ***Content Marketing* (X2)** | 0.932 | 0.60 | *Reliabel* |
| ***Brand Ambassador* (X3)** | 0.931 | 0.60 | *Reliabel* |
| ***buying decision* (Y)** | 0.932 | 0.60 | *Reliabel* |

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