|  |  |  |  |
| --- | --- | --- | --- |
| ***Coefficientsa*** | | | |
| Model | | *Collinearity Statistics* | |
| *Tolerance* | VIF |
| 1 | *Live Streaming* (X1) | .317 | 3.150 |
| *Content Marketing* (X2) | .624 | 1.601 |
| *Brand Ambassador* (X3) | .343 | 2.912 |
| *a. Dependent Variable: Buying decision* (Y) | | | |