Uji T

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| --- | --- | --- | --- | --- | --- | --- |
| ***Coefficientsa*** | | | | | | |
| Model | | *Unstandardized Coefficients* | | *Standardized Coefficients* | t | Sig. |
| B | Std. Error | Beta |
| 1 | (*Constant*) | 2.785 | 1.110 |  | 2.509 | .014 |
| *Live Streaming* (X1) | .240 | .100 | .210 | 2.414 | .018 |
| *Content Marketing* (X2) | .041 | .088 | .029 | .465 | .643 |
| *Brand Ambassador* (X3) | .686 | .084 | .678 | 8.122 | .000 |
| a. *Dependent Variable*: *Buying decision* (Y) | | | | | | |