Uji F

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | *Sum of Squares* | df | *Mean Square* | F | Sig. |
| 1 | *Regression* | 953.230 | 3 | 317.743 | 106.177 | .000b |
| Residual | 296.265 | 99 | 2.993 |  |  |
| Total | 1249.495 | 102 |  |  |  |
| |  | | --- | | a. *Dependent Variable*: *Buying decision* (Y) | | | | | | | |
| b. *Predictors: (Constant*), *Brand Ambassador* (X3), *Content Marketing* (X2), *Live Streaming* (X1) | | | | | | |