Koefisien Determinan

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| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
|  | | | | |
| Model | R | *R Square* | *Adjusted R Square* | *Std.* Error *of the Estimate* |
| 1 | .873a | .763 | .756 | 1.72991 |
| a. *Predictors: (Constant),* *Brand Ambassador* (X3), *Content Marketing* (X2), *Live Streaming* (X1) | | | | |
| b. *Dependent Variable*: *Buying decision* (Y) | | | | |