ANALYSIS OF THE INFLUENCE OF MEDIA CONTEXT AND ADVERTISING CREATIVITY ON CONSUMER ATTITUDES IN BRAND SELECTION THROUGH THE EFFECTIVENESS OF PREPAID SIM CARD ADVERTISING
(A study of the Perspective of Industrial Area Workers in Bekasi Regency, West Java Province)

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ABSTRACT
Sell phone industries have become more competitive, it helps the providers communicate their products and services more intensively. Consumers face many brand choices. This research aims to analyze the influence of advertising effectiveness which can improve the attitude toward the brand of prepaid Sim Card. The advertising effectiveness can be enhanced by selecting the appropriate media contexts and creative advertising. The research problem is to know how to improve the advertising effectiveness from the media context and creativity point of view that influences the attitude toward the brand. Based on this case, a theoretical model and six hypotheses were completed to be tested using the Structural Equation Model (SEM). The sample of this research is consumers of prepaid SimCard to wokers in the industrial area of Cikarang, Bekasi Regency, West Java Province. From the result of this analysis, the Structural Equation Model has fulfilled the Gooness of Fix Index criteria; Chi Square 51.310 (< 53.38) GFI= 0.516 (>0.9) RMSEA =0.059 (<0.08) CFI =0.892 (limit margin from 0.95). CNIM/DF=1.350, Probability =0.073 >(0.05). The results show that the attitude toward the brand can be enhanced by improving the advertising effectiveness. Factors that affect the advertising effectiveness are media context and creativity. The theoretical implication from this research is that media context and influence creativity, advertising effectiveness and attitude toward the brand. Managerial implications suggest that brand choice, brand recognition, informative media context and original advertising are important factors to be considered.
Keywords: Advertising Media, Creativity, Attitude Toward The Brand

INTRODUCTION
Competition in the business world is increasing, due to the increasing number of products being offered. However, fewer and fewer consumers are making purchase transactions. Referring to Jian Hyun Seung (2007), in connection with current consumer behavior which is difficult to predict and is relatively sharp in choosing a product, many companies determine market strategies in an effort to win the attention of these consumers, and then try to influence them. He further explained that he compared this competition to business is war. One form of competition that can be witnessed almost every day is product advertising wars in various media. Currently, advertising as part of promotion is seen as an effective and powerful source of information, entertainment and business communication media.

Depiction of the importance of advertising as a form of marketing communication. Even though it does not directly result in purchases, advertising is a means of helping effective marketing to establish communication between companies and consumers. Advertising has several specific objectives, including creating awareness of a new product or brand; informing consumers of the types and advantages of products or brands; forming a certain perception of a product or brand; forming tastes

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for products or brands or persuading consumers to buy advertised products or brands. These goals are basically efforts to increase consumer response to company offerings which ultimately results in long-term sales profits (Bendixen 2003).

The increase in the use of advertising as a marketing tool occurred in many countries. In 2010, Indonesia was the country with the highest growth in advertising costs, namely 24.4% in the Asia-Pacific region, China at 12.6%, Malaysia at 8.10%, Singapore 4, 8%, and New Zealand at 1.0%. Spending on advertising costs in Indonesia appears to be increasing from year to year. In 2010 advertising costs in Indonesia were below Rp. 8 billion, but in 2013 it had reached Rp. 17 billion or an increase of 47% in less than 5 years. Companies continue to increase their advertising expenditures. This phenomenon identifies that advertising is a marketing tool that is increasingly used in Indonesia in an effort to find and outperform the products offered. Advertising certainly depends on the product being advertised and the quality of the advertisement itself. Another factor that is quite obvious but receives relatively little attention is the media in which the advertisement is placed. Media is often viewed as a tool that provides a place for exposure or the eyeballs of an advertisement (Malthouse and Calder 2005). Media choices are increasingly diverse as a result of the increase in the number of television stations and magazines. The ability of advertising media to reach the target audience group is the main and most important criterion in determining the media to be used for advertising. This is because media, advertising and consumers are closely interconnected. Audience groups will process advertising differently depending on how the group selects media and how often they evaluate the content of the media (Pelmecker al, 2012).

The characteristics of media content, such as articles in magazines or TV programs, in which advertisements are placed, are considered to have an important influence on advertising effectiveness. The media context type may be appropriate for certain types of advertising. The media context can also make needs more urgent and stimulate motivation to pay more attention to a product advertisement related to the content of the article.

Advertising requires professionals who have creativity in processing advertisements, from planning to how the message is delivered. In advertising agencies there are special sections that design creative advertisements, such as copywriters and art directors. They believe that creative advertising will make the advertisement effective because with creative delivery, the advertising message will be able to influence the minds of the audience. Advertising creativity can be said to be a very important component of advertising. The use of cell phones has now become a lifestyle. This is seen as a potential market for business people. The competitive landscape of this industry is very high and healthy because the market mechanism is considered to be working. Consumers are faced with various choices ranging from products to the facilities offered. Advertising service providers are also active in communicating products to consumers. The message to be conveyed in these advertisements currently tends to be about the advertisements offered and competitive prices.

Companies are competing to increase brand value because it is believed to be closely related to increasing sales. Various efforts are made to improve brand performance, one of which is advertising because the concept attached to the product must be communicated to consumers. Companies and marketers use advertising to communicate with consumers and influence consumers. Advertising is a significant investment, so companies and marketers want this investment to produce the desired results, in other words the advertisement must be effective in reaching the minds of readers or so that the brand value offered can attract the audience.

Media is an inseparable part of advertising, however research on media context is relatively lacking. Allesworth & M. Furthermore, creativity in conveying messages is an important element in advertising, so it is hoped that it can build advertising effectiveness which ultimately influences attitudes towards the brand. The shift in advertising creativity due to the shift in advertising from a brand building function to a promotional format has resulted in a decline in brand value in the eyes of the public.

Meanwhile, advertising makers have agreed to reduce the frequency of advertising broadcasts via television media by 20% (Anonymous, 2017).

Research on the influence of media context and advertising creativity which influences consumer attitudes towards brands is intended to obtain a model of the influence of advertising obtained from articles in the media context by inserting advertisements that are creative and appropriate and easy for consumers to understand. Then, through the results of the pre-survey (2021), it appears that in the context of choosing a prepaid sim card brand, it is generally widely used by workers/labourers who work in industrial areas, considering on the one hand the considerations and benefits they feel and their existence as laborers. However, on the other hand, they really need information on advertising effectiveness that will strengthen their decision in choosing a prepaid Sim Card brand.

METHOD

The approach used on this occasion is a Causalistic model using a mediation variable. (Willian G Zikmund, 2013) Thus, the population in this study are users of Prepaid SIM Card services for the industrial area of Bekasi Regency, West Java. The population is very large and in general they use Prepaid SIM Cards, and it is not known with exact figures how many of the population there arethose who use cell phones. However, narrowing the scope of the enumeration, on this occasion those observed were users of Prepaid Sim Card services for respondents who had the status of Employees/Laborers in Industrial Areas in the Bekasi Regency, West Java.

The sampling technique used in this research was Incidental Sampling. Where when the research was carried out at the industrial location/(Industrial Area of Bekasi Regency), those who were immediately identified and valid as users of the Prepaid Sim Card Service were 100 respondents out of 119 respondents recorded at the time the research was conducted, (January - March, 2022).

The technique chosen to analyze data must be in accordance with the research design pattern and variables to be studied. The Structural Equation Model (SEM) from the AMOS software package was used in model testing. As a structural equation model, AMOS is often used din marketing research and strategic management *(Ferdinand Agusty, 2006).*Causal model. AMOS shows measurement and structural problems andused to analyze and test the model.

RESULTS and DISCUSSION
Media Context and Advertising Effectiveness

Media context is defined as the character of media content, such as articles in magazines, news in newspapers and programs on television where advertisements are inserted.*(Aylesworth and MacKenzie(2008); Pelsmacker et.al, (2012))*. There are two components of media context which are indicators of media context, namely: informative and appropriate. Advertising effectiveness will be high if the media context used is appropriate. Following are the respondents' answersregarding the influence of media context on advertising effectiveness.

Table 1. According to respondents, prepaid SIM CARD advertisements should be inserted

Articles/tabloids/magazines	%	Television shows/programs	%	Reason
Cell phones/communications/technology	55	Technology(E-LifeStyle Metro TV	10	According to the product
Teenagers only	23		10	Labor workers are Sim Card potential market Prepaid
General/Newspaper/Android	10	*News (Headline News Metro TV*	13	Very Informative

Sports and hobbies	6	Sports and hobbies (music/travel)	18	Interested
Light or entertaining	6	Entertainment/Comedy (Extravaganza)	15	Interested
		Regular events/Reality Show	30	Easy to remember because seen over and over again
		Quiz	4	Remind to use it

Source: Processed Premier data, 2022

Media Creativity and Advertising Effectiveness

Advertisements are called creative if the advertisement (1) does not imitate other advertisements, (2) is unexpected and (3) has a clear meaning (Shapiro and Krishnan (2011), creative advertisements will be considered interesting and influence the audience to pay attention to them. Advertising Effectivenesswill be high if the advertisement is creative.

According to respondents, the Prepaid Sim Card advertisements that are considered creative are Tekomsel/Simpati (27%), XL (17%), Smartfren (13%), Axis (12%), AS (10%), Three (10%), and Others (2%).

Advertising Effectiveness and Brand Attitudes

Advertising is an effort to increase consumer response tocompany offerings which ultimately generate sales profits in the long term (Bendixen 2003). Advertising cancan be said to be effective if: (1) able to make consumers aware of the advertised brand (Brand Awareness),(2) able to attract the attention of consumers to convey the message well (watch it and (3) be able to (Alyesworth and Mac Kenizie*(2008);Pelsmacker, et.al, (2012)),*while attitude towards the brand is measured through the parameters: (1) the brand is remembered, (2) the brand is liked and (3) the brand is chosen. The higher the advertising effectiveness, the more positive the consumer's attitude will be towards the advertised brand.

Advertising effectiveness

68% know the advertised brand. 61% pay attention to advertising, 67% know the advantages offered by prepaid Sim Card brand operators. 61% pay attention to Ads. 67% know the advantages offered by prepaid Sim Card brand operators.

Message that reaches consumers:

Advantages offered

The price is very competitive or 37%, clear sound quality (26%), complete facilities (28%), bonuses or prizes (33%), and wide reach (14%).

Attitude Toward the Brand

Table 2. Brand Description Data
Top of Mind Share

Brand Name	% (Percentage)
Telkomsel/Simpati	38
IM3	28
Mentarari	7
XL	7
Three	7
Frene	5
Flexi	7
Other	3

Primary data, processed in 2022

Table 3. Preferred Brand

Brand Name	% (Percentage)
Telkomsel/Simpati	34
IM3	22
Mentarari	18
XL	8
Three	7
Frene	4
Flexi	4
Other	3

Primary data, processed in 2022

Table 4. Selected Brand

Brand Name	% (Percentage)
Telkomsel/Simpati	31
IM3	28
Sun	17
XL	10
Three	5
Frene	4
Flexi	4
Other	1

Primary data, processed in 2022

The Simpati and IM3 brands are the market leaders for Prepaid Sim Cards, followed by Pro XL. Research findings show that even though a brand is remembered, the brand is not necessarily liked or chosen. The IM3 brand occupies the first position in consumers' minds but is not the brand they choose. This is in sharp contrast to the Fren brand, which turns out to be a brand that is not liked but was chosen even though it occupies the bottom position in the brand recall table (brand that is remembered/top of *mind share).*The IM3 brand was chosen because respondents used SimCards more for SMS, not conversations between SimCards. IM3 is cheaper (Rp. 100/SMS) compared to Simpati (Rp. 299) between operators. So IM3 is considered more efficient, besides that the bonuses offered are attractive and have a wide range.

Fren was chosen, because he was considered to beSimCard which provides direct conversation facilities to other peopleThe operator is very cheap (Rp. 36 / minute) compared to other SimCards so that respondents prefer Fren for conversations between operators.

Confirmatory Factor Analysis

Confirmatory factor analysis is a deep modeling processresearch directed at investigating the unidimensionality of indicators that explain a construct or latent variable. The indicator variables used in a model need to be confirmed, whether they can really define a construct which is an unobserved variable. In this research, two confirmatory factor analyzes were used, namely exogenous confirmatory factor analysis and endogenous confirmatory factor analysis.

Exogenous Confirmatory Factor Analysis

Exogenous confirmatory factor analysis is a measurement model for indicators that form constructs or latent variables of media context and the construct of advertising creativity. The results of exogenous confirmatory factor analysis are presented in Figure4 below.
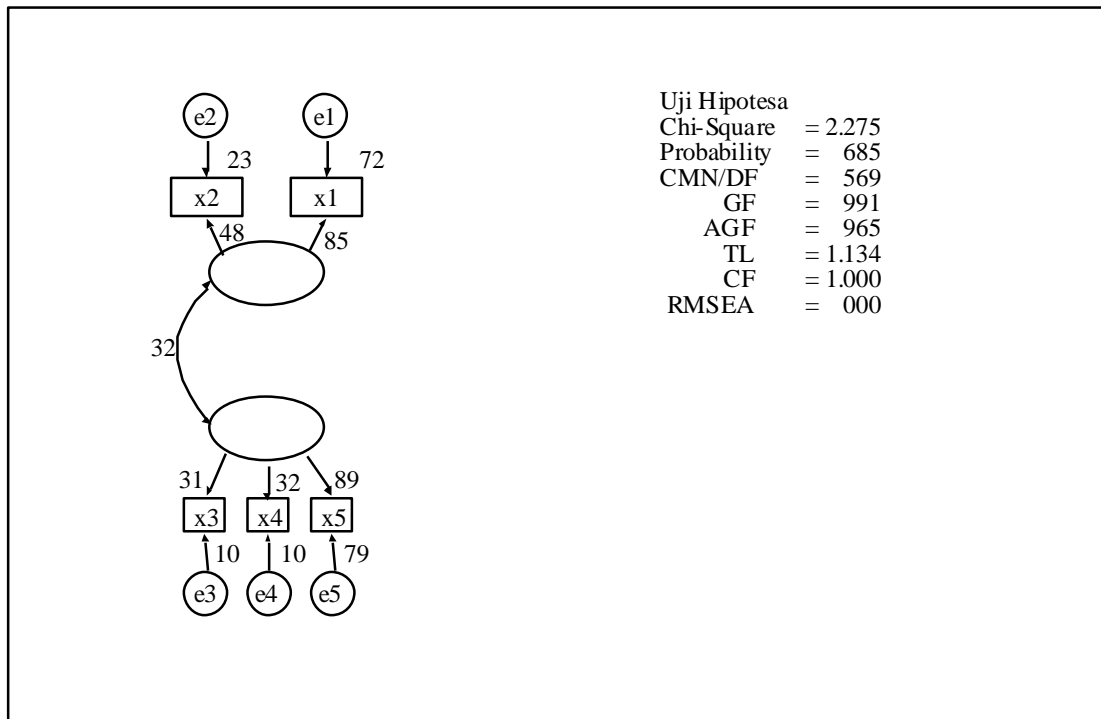
Information :
   X1: Increase knowledge (informative)
   X2: Corresponds
   X3: Original
   X4: Unexpected
   X5: Easy to understand

Through the presentation of images of constructive factor analysis of the constructmedia context and the creative construct of the advertisement, thenpresented and analyzed in the form of Table 5 below.

Table 5. Goodness Testing Index According to the Fish Context Model and Advertising Creativity

Indicator	Cut-off Value	Test results	
		Mark	Information
Chi-square	≤9.49	2,275	Good
Significance probability	≥0.05	0.685	Good
RMSEA	≤0.08	0,000	Good
GFI	≥0.90	0.991	Good
AGFI	≥0.90	0.965	Good
CMIN/DF	≤2.00	0.569	Good
TLI	≥0.95	1,134	Good
CFI	≥0.95	1,000	Good

Source: Processed primary data, 2022

Confirmatory factor analysis to test the unidimensionality of the dimensions explaining the latent variables of media context and advertising creativity shows that this model is acceptable.

The significance level of 0.685 indicates that the null hypothesis which states that there is no difference between the sample covariance matrix and the estimated population covariance matrix

cannot be rejected. By accepting the null hypothesis, it can be explained that there is no difference between the sample covariance matrix and the estimated population covariance matrix, therefore the model can be accepted, and it can be stated that there are two constructs that differ in their dimensions.

The results of the regression weight latent variable media context and advertising creativity are presented in table 6 below:

Table 6. Regression Weight (Loading Factor) Measurement Model Media Context and Advertising Creativity

```
Estimate SECR P
x2 Context _media 1
x1 Context _media 1.789 0.219 8.16895 0.002
x4 Context _ad 0.386 0.059 6.542373 0.006
x3 Context _ad 0.386 0.161 2.397516 0.009
x5 Context _ad 1
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Source: Processed primary data, 2022

Judging from the regression coefficient for each indicator, having a Critical Ratio (CR) value meets the requirements, namely having a value above 1.96. Therefore, a CR greater than 1.96 indicates that these indicators are significant at the 5% significance level, which is a dimension oflatent variables are formed.

Endogenous Confirmatory Factor Analysis

Endogenous confirmatory factor analysis is a measurement model for indicators that form a construct or latent variable of advertising effectiveness and the construct of brand attitude. The results of the endogenous confirmatory factor analysis are presented inFigure 5 below

Table 7. Advertising Effectiveness Model Goodness Testing Index and Attitude Toward the Brand

Goodness of Fit Indices	Cut-off Value	Test results	
		Mark	Information
Chi-square	≤15.51	14,577	Good
Significance probability	≥0.05	0.068	Good
RMSEA	≤0.08	0.091	Marginal
GFI	≥0.90	0.952	Good
AGFI	≥0.90	0.874	Marginal
CMIN/DF	≤2.00	1,822	Good
TLI	≥0.95	0.779	Marginal
CFI	≥0.95	0.892	Marginal

Source: Processed primary data, 2022

Confirmatory factor analysis to test the unidimensionality of the dimensions explaining the latent variables of advertising effectiveness and attitude towards the brand shows thatThis model is acceptable, although there are several indicators thatdo not meet the requirements, namely the RMSEA index, AGFI index, TLI index and CFI index only show marginal levels of revenue.

A significance level of 0.068 indicates that the null hypothesis which states that there is no difference between the sample covariance matrix and the estimated population covariance matrix cannot be rejected. By accepting the null hypothesis, it can be explained that there is no difference between the sample covariance matrix and the estimated population covariance matrix and therefore the model can be accepted, and it can be stated that there are two different constructs.with its

dimensions.Results of the regression weight latent variable advertising effectivenessand attitudes towards the brand, Table 8 below.

Table 8. Regression Weight (Loading Factor) Measurement Model Advertising Effectiveness and Attitudes Toward Brands

	Estimate	SE	CR	P
x8 Ad_effectiveness	1			
x7 Advertising_effectiveness	1.368	0.446	3.065	0.002
x6 Advertising_effectiveness	0.90	0.343	2.622	0.009
x9 Attitude towards_brand	1			
x10 Attitude towards_brand	0.849	0.191	4.445	0.004
x11 Attitude towards_brand	0.447	0.181	2.464	0.014

Source: Processed primary data, 2022

Judging from the regression coefficient for each indicator, having a Critical Ratio (CR) value meets the requirements, namely having a value above 1.96. Therefore, CR greater than 1.96 indicates that these indicators are significant at the 5% significance level, which is a dimension oflatent variables are formed.

Structural Equation Modeling

After the confirmatory factor analysis is carried out and in order to analyze the latent variable measurement model and produce that each indicator can be used to define a construct, the next step in the analysis isis to carry out a full-model structural equation model analysis.

The proposed research model, as stated in the framework above, is then tested for its level of suitability using various goodness-of-fit criteriato obtain a sufficient level of conformity.

The results of the model suitability test are presented in Table 9 below.

Table 9. Feasibility Testing Index for Structural Equation Model Influence Analysis Media Context and Advertising Creativity on Brand Voter Attitudes

Goodness of Fit Indices	Cut-off Value	Test results	
		Mark	Information
Chi-square	≤53.38	51,310	Good
Significance probability	≥0.05	0.073	Good
RMSEA	≤0.08	0.059	Good
GFI	≥0.90	0.916	Good
AGFI	≥0.90	0.853	Marginal
CMIN/DF	≤2.00	1,350	Good
TLI	≥0.95	0.843	Marginal
CFI	≥0.95	0.892	Marginal

Source: Processed primary data

The structural equation model used to test the causal relationship between variables in the model shows thatthe proposed model was found to be acceptable.

A significance level of 0.073 indicates that the null hypothesis states, that there is no difference between the sample covariance matrix and the estimated population covariance matrix cannot be rejected. Accepting the null hypothesis means that it can be concluded that there is no difference between the sample covariance matrix and the estimated population covariance matrix, thus the proposed model is acceptable.

The measurement index is within the expected value range, but there are several measurement indices outside the criteriarequired, namely:

1. AG-FI shows a marginal level of revenue, because it does not meet the minimum requirements, namely greater or equalwith 0.90
2. TLI shows a marginal level of revenue, because it does not meet the minimum requirements or is still below the cul-off*value*namely 0.95
3. CFI shows a marginal level of revenue, because it does not meet the minimum requirements or is still below the cut-off value, namely 0.95

Meanwhile, the results of the standardized regression weight structural equation model analysis are presented in Table 10 below.

Table 10. Standardized Regression Weight Structural Equation Model Influence Analysis Media Context and Advertising Creativity on Brand Voter Attitudes

Estimate SECR P
Eadvertising _effectiveness Advertising _creativity 0.583 0.282 2.067 0.007
Eeffectiveness _advertisementContext _media 0.484 0.226 2.144 0.002
Attitude towards_brand Creativity _advertising 1,621 0.787 2,060 0.007
Attitude towards_brand Effectiveness_advertising 1.856 0.899 2.065 0.009
Attitude towards_brand Context _media 1.908 0.846 2.2550.006
 x2 Context _media 1
x1 Context _media 1,887 0.729 2,289 0,000
x4 Advertising _creativity 0.409 0.183   2,235 0,000
x3 Advertising _creativity 0.411 0.185   2,222 0,000
x8 Effectiveness of advertising 1
x7 Advertising _effectiveness 1,653 0,596   2,775 0,000
x6 Advertising effectiveness 1,242 0,483 2,572 0.01
x9 Attitude towards_brand 1
x7 Attitude towards_brand 0.614 0.2 3.070 0.000
x6 Attitude towards_brand 0.548 0.186 2.572 0.003

Source: Processed primary data

Analysis results*standardized regression weight structural equation model,*It can be stated that the CR has met the criteria, above 1.96 at the significance level   5% (005), With therebyIt can be emphasized that the proposed research model is acceptable.

Impact Evaluation

The purpose of analyzing the influence between variables is to determine the influence between one variable and another variable. Analysis of the influence between these variables includes variables: media context, advertising creativity, advertising effectiveness, and attitude towards the brand. Evaluation of the influence between variables includes: direct influence analysis, indirect influence analysis, and total influence analysis. Direct influence is the coefficient of all lines with one-ended arrows, indirect influence is the influence that appears through an intermediate variable, and total influence is the influence of various relationships. Pay attention to the following table 11:

Table 11. Strength of Influence Between Variables

	Variable	
	Advertising Effectiveness	**Attitude towards Brand**
Direct Influence		
Media Context Variables	0.553	0.06
Advertising Creativity Variables	0.262	0.042
Advertising Effectiveness Variables	-	0.175

Attitude Variables towards Brands	-	-
Indirect Influence		
Media Context Variables	-	0.065
Advertising Creativity Variables	-	0.308
Advertising Effectiveness Variables	-	-
Attitude Variables towards Brands	-	-
Total Influence		
Media Context Variables	0.553	0.701
Advertising Creativity Variables	0.262	0.35
Advertising Effectiveness Variables	-	0.175
Attitude Variables towards Brands	-	-

Source: Processed primary data
Direct influence analysis

The influence of the media context variable on the advertising effectiveness variable is 0.553. The influence of the media context variable on the attitude variable towards the brand is 0.006. BigThe influence of the advertising creativity variable on the advertising effectiveness variable is 0.262. The influence of the advertising creativity variable on the attitude variable towards the brand is 0.042. The influence of the advertising effectiveness variable on the attitude variable towards the brand is 0.175.

Viewed in terms of direct influence on the attitude variable towards the brand, the advertising effectiveness variable (0.175) has a greater direct influence than the direct influence that comes from the media context variable (0.06) and the variableAdvertising creativity (0.042).

Meanwhile, in terms of direct influence on the advertising effectiveness variable, the media context variable (0.553) has a greater direct influence than the direct influence that comes fromadvertising creativity (0.262).

Indirect influence analysis

The indirect influence of the media context variable on the attitude variable towards the brand is 0.65, while the indirect influence of the advertising creativity variable on the variableattitude towards consumer attitudes in choosing a brand is 0.308.

Thus, it can be said that the media context variable (0.650) has a greater indirect influence than the attitude variable towards the brand compared to the creativity variable.ad (0.308).

Total influence analysis

The media context variable has a total influence on the advertising effectiveness variable of 0.553. The media context variable has a total influence on the attitude variable towards the brandof 0.710. The advertising creativity variable has a total influencethe advertising effectiveness variable is 0.262, while the direct influence on the attitude variable towards the brand is 0.350. The direct total influence of the advertising effectiveness variable on the variableattitude towards the brand is 0.175.

The total influence of media context variables turns out to be greater than the advertising creativity variable in influencing the advertising effectiveness variable. The total influence of media context variables turns out to be greater than advertising creativity variables and advertising effectiveness variables in influencing brand attitude variables.

Test result

The model developed is acceptable as well as the data usedhas been tested, the next step is to test the proposed hypothesis. Through the analysis carried out, it can be stated that the critical racio and p-values for the constructs- media context, advertising creativity, advertising effectiveness, and attitude towards the brand can be presented as in Table 12 below.

Table 12. Estimated Parameters and CR Values

Estimate		S	E	CR	P
Eadvertising_effectiveness	Advertising_creativity	0.583	0.282	2.067	0.007
Eadvertising_effectiveness	Context _media	0.484	0.226	2.144	0.002
Attitude towards the brand	Advertising_creativity	1,621	0.787	2,060	0.007
Attitude towards the brand	Advertising_effectiveness	1,856	0.899	2,065	0.009

Source: Processed primary data

The first research on the simultaneous and direct influence between media context and advertising creativity on advertising effectiveness can be seen in the full structural equation model diagram through the coefficients that have been formed for each variable, so thatManually it can be calculated as follows:

1. That value (2.502) > the CR standard, namely ≥ 1.96, and P Value = 0.002. This means that the media context and advertising creativity are able to have a positive and significant influence on advertising effectiveness or at least it can be said that the informativeness of a media and the simultaneous development of advertising creativity will be able to determine the accuracy of the attention desired by Prepaid Sim Card business people. .

2. Thus, directly and simultaneously there is a positive and significant influence between media context and advertising creativity onAdvertising effectiveness, partially and directly there is a positive and significant influence between media context on advertising effectiveness. Through the test results, the estimated parameters between the media context construct and the advertising effectiveness construct produce a CR value = 2,144 or it can be shown that the CR value is ≥ 1.96 with a significance level of 0.05 (5%). P-value = 0.002, and so onPartially and directly there is a positive and significant influence between advertising creativity and advertising effectiveness. Pay attention to the resulting test results, that the estimated parameters between the advertising creativity construct and the advertising effectiveness construct produce a CR value = 2,067 or it can be shown that the CR value is ≥ 1.96 with a significance level of 0.05 (5%). Judging from the P-value, it produces P-value = 0.007 or a P-value of less than 0.05. Partially and directly there is a positive and significant influence between media context and consumer attitudes towards brand selection. Note that the test results produced show that the estimated parameters between the media context construct and the consumer attitude construct produce a CR value of 2,255 or can be shown by a CR value ≥ 1.96 with a significance level of 0.05 (5%). Judging from the P-value, it produces P-value = 0.006 or a P-value of less than 0.05. Partially and directly there is a positive and significant influence between advertising creativity and consumer attitudes towards brand selection. Note that the test results show that the estimated parameters between the advertising creativity construct and the consumer attitude construct produce a CR value = 2,060 or a CR value ≥ 1.96 with a significance level of 0.05 (5%). Judging from the P-value, it produces P-value = 0.007 or with a P-value of less than 0.05.

3. *And finally, stated*Partially and directly there is a positive and significant influence between advertising effectiveness and consumer attitudes towards brand selection. Pay attention to the test results, that the estimated parameters between the advertising effectiveness construct and the consumer attitude construct produce a CR value = 2,065 or can be shown by a CR value ≥ 1, 96 with a significance level of 0.05 (5%). Judging from the P-value, it produces P-value = 0.009 or with a P-value of less than 0.05

CONCLUSSION

In today's competitive world, companies are vying for consumer attention. Companies seek to influence consumers by forming certain perceptions about their products or brands. One of these efforts

is carried out through advertising. This research, using mediation (advertising effectiveness), tries to analyze the influence of advertising media and advertising creativity on consumer attitudes towards a Prepaid SimCard brand.

Exogenous and endogenous construct measurements have been tested using confirmatory analysis. Next, the two measurement models were analyzed using Structural Eaqution Modeling to test the causal relationship between influencing and influenced variables which met the goodness of fit criteria, namely chi squares = 51.310 (< 53.38) GFI = 0.516 (> 0.90) AGFI = 0.853 (marginal limit of 090) TLI = 0.843 (marginal limit of 0.95) RMSEA = 0.059 (< 0.08) CFI = 0.892 (marginal limit of 0.95). CNIM/DF = 1.350, probability = 0.073 > (0.05).

The results of data processing showed that the Critical Ratio (CR) value for the relationship between the media context variable and the advertising effectiveness variable was 2.144 with a probability of 0.002, while the Critical Ratio (CR) value for the relationship between the creativity and advertising effectiveness variables was 2.067 with a probability of 0.007. Then, the value The Critical Ratio of advertising effectiveness and attitude towards the brand is 2.065 with a probability of 0.009, while the CR value of media context and attitude towards the brand is 2.255 with a probability of 0.006 and finally the CR value of the variable advertising creativity and attitude towards the brand is 2.060 with a probability of 0.007. However, the causal relationship between media and advertising creativity on advertising effectiveness shows a CR value of 1.293, which is smaller than the CR standard, namely 1.96.

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