

## V. CONCLUSION AND IMPLICATION

### A. Conclusion

Based on the results of the discussion in the previous chapter, the researcher Formulates the following conclusions:

1. Social media have positive impact on customer engagement of Formula 1
2. Video content marketing have positive effect on customer engagement of Formula 1
3. Gender has no moderating effect in social media on customer engagement of Formula 1
4. Gender has no moderating effect in video content marketing on customer engagement of formula 1

### B. Implication

1. Managerial Implication
  - a. Based on the result of the researcher shown that social media has a strong influence on the result of the customer engagemnet of Formula 1, this can be done by Formula 1 oficial social media by maximizing the interaction in the online comunities, from the result its shown that accesibilty has been one indicator that satisfied the customer, by the accesibilty added with the credibility of the official social media of formula 1, fans can reach the information and update quickly,formula 1 need to maintain and even keep up to be more accesible to the fans it can be done by adding another platform of

social media such as tiktok and facebook, in terms of sharing the content by the result of the respondent show the often share the post contain of formula 1 that's interesting to their social media this could happen because the post of official social media of formula 1 now follow up the trendiness of the social media and keep the fans entertain.

- b. Based on the research of this studies showed that the video content marketing has strong influence on the customer engagement, formula 1 in the video content marketing that known of Drive To Survive, from the result answer by the respondent shown that viewer cognition contain a big part in deliver to customer engagement the drive to survive helps the viewer in understanding more deep of formula 1 in the simple way ,from which point that formula one must keep up and maintain, its also helps in gaining persuasion for new viewer and engagement, from the result of the test also showed that the anthusiasnt of sharing motivation which is the sharing to other people of non fans in order to join them watch and enjoy formula 1, in order to improve the viewer cognition formula 1 could try by adding more episode in drive to survive and be more deep in coverage the driver and the race.
- c. Based on the research of this studies showed that the gender did not moderating the variable of social media and the video content marketing to customer engagement, this could happen that reality

in the field show that formula 1 is no longer a sport of one gender, the distribution of people enjoying drive to survive and social media also show they distributed more equally and show that the gender are like and enjoying that 2 variable, furthermore its emphasis the sport now not only one gender (male) to enjoy but also female, it can show the succesfull of the marketing in social media and video content marketing in order to make female more intrested in formula 1, drive to survive help most in easyness of understanding formula 1 and intresting show in emotional rollercoaster made the female more intrested in formula 1 , also the social media where formula 1 management made to follow the trend.

## 2. Theoretical Implication

Theoretically, this result of studies provides a better understanding of how sport organisation works in achieving the engagement from social media and video content marketing, this study could filling the gap in academic surrounding social media and video content marketing as marketing of sport organisation.

The result from the test could be applicate on sporting organisation although its not guarantee, the result however in line with the previous research (Reinholdsson, 2022).

## C. Research Limitation

This study has a number of flaws and restrictions, despite the authors' best efforts to achieve flawless outcomes. One of the study's limitations

is that, in the model of the research and by seeing the result it can be concluded that this model only explains 56% of the model, which means there is more variable that describes the model of this hypothesis, the recommendation for further research is by adding more variables to better describe the model of the research. In the model of the research not included how these variables compare to each other, even though all the variables have their own effect on customer engagement, future studies could look into individual variables or marketing characteristics such as psychological marketing for further understanding towards customer engagement (Reinholdsson, 2022).

