

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### A. Conclusions

From the examination of the summarized data, the subsequent deductions can be made:

1. Mental accounting exerts a positive influence on investing decisions. This implies that those with a greater degree of mental accounting capability are more likely to exhibit courage when making investing decisions.
2. No moderation effect of gender is found in the interaction between mental accounting and investment decision. This means that there is no interaction between gender and mental accounting on investment decisions.

#### B. Implications

This research offers both theoretical and practical consequences. The following implications can be inferred from the summary of the results and discussion of the data analysis that has been presented:

1. Theoretical implications

This research suggests that mental accounting can significantly influence investment decision-making. The findings of this study are

consistent with the theory of financial behavior where psychological factors can influence financial decision-making.

## 2. Practical implications

The research finds that mental accounting can influence investment decisions. Investors are expected to improve their understanding of mental Accounting. It aims to make investors more cautious before making investment decisions by becoming more aware of the impact of mental accounting on their decisions.

### C. Limitations of research and advice

There are a number of limitations to this research which can be used as a point of concern for future researchers to achieve improved quality of research findings. Additional constraints and recommendations can be outlined as follows:

1. The response rate in this study was 9.3%. future research is expected to increase the response rate by spreading the questionnaire with a face-to-face approach and giving rewards to respondents so that respondents are more enthusiastic when filling out the questionnaires
2. The research found that gender does not moderate the impact of mental accounting on investor decision-making. It is anticipated that future study would incorporate additional moderating variables apart from gender, such as financial education, investment experience, or psychological factors such as

level of self-confidence, which might influence the impact of mental accounting on investment decision.

