CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the research findings and quantitative evidence presented in Chapter 4, the following conclusions can be drawn:

1. The research findings indicate that social media marketing activity (SMMA) positively influences repurchase intention.

2. The research findings indicate that social media marketing activity (SMMA) positively influences perceived quality.

3. The research findings indicate that perceived quality positively influences repurchase intention.

4. The research findings indicate that perceived quality significantly mediates the relationship between social media marketing activity on repurchase intention.

5. The research findings indicate that information overload moderates the relationship between social media marketing activity on repurchase intentions.

B. Implications

Based on the research results from testing the hypotheses resulting in implications for all the variables have been researched. Social media marketing activity refers to the activity through social media platforms to create, communicate and deliver marketing content about PNM Investment

Management open-end mutual funds product in Instagram platform. The questionnaire question highest answer is "I always get the latest information about open end mutual fund products from PNM IM (SiJago) through social media." and the suggestion is PNM IM can optimize the provision of the latest information with a consistent posting schedule, engaging formats (infographics), and a focus on customer needs on social media (relevant). Additionally, PNM IM can enhance customer interaction by utilizing interactive features on Instagram, responding clearly to customer comments and inquiries, and employing influencers or even brand ambassadors.

Repurchase intention refers to customer willingness to repurchase PNM IM (Sijago) open-end mutual fund products. The questionnaire question highest answer is "I will be looking for more information about PNM IM's open-end mutual fund products to understand the benefits better." and to encourage customers' intentions for repeat purchases, PNM IM needs to focus on providing clear, detailed, and easily accessible information about the benefits of mutual funds. Through a continuous educational approach, personalization, and customer engagement, the company can enhance customer understanding and build trust that drives repeat investment decisions.

Perceived quality refers to how the PNM IM customer evaluates the open-end mutual funds products depending on consumer impression about the quality and overall superiority of the products. The questionnaire question highest answer is "PNM IM always provides clear explanations to

make it easy to understand about my mutual fund investment performance". Enhance customer service through proactive technical support where customers will feel more confident in their investments when customer service provides quick, accurate, and informative responses through specially trained teams. Utilize technology to provide accurate explanations, technologies such as chatbots, real-time dashboards, and visual content can improve customers' understanding of mutual fund performance, making them feel more comfortable and confident. Conduct Surveys and Evaluations where satisfaction surveys allow companies to identify shortcomings in technical services and improve them based on customer feedback, thereby enhancing the overall quality of service.

Information overload refers to the condition of the customer where the capability to receive information exceeds the capacity and leads confusion to purchase or repurchase decision making on PNM IM open-end mutual fund products. The questionnaire question highest answer is "I find it difficult to determine which information is most valuable for my investment decision among the many content that PNM IM shares on social media". To address information overload among customers, PNM IM needs to implement strategies that focus on content simplification and personalization. This can be achieved by curating the information presented, prioritizing relevant key points, and utilizing easily understandable visual formats. Additionally, the content should be tailored to customer segments and organized into structured categories to facilitate navigation. PNM IM

can also enhance interactivity through live Q&A sessions, polls, and chatbots to provide quicker and more focused responses. By offering structured educational guidance and ongoing evaluation through customer surveys, the company can ensure that customers receive only relevant and beneficial information, ultimately fostering more confident investment decisions and reducing confusion.

C. Researcher Limitations

This research has several research limitations, namely:

1. Limitations of access to supporting data for the research problem in the case of the research being conducted.

2. The limited number of respondents or differences in respondent characteristics can restrict the generalization of research findings.

3. Time limitations in conducting research can affect the scope of research, number of samples, and depth of analysis than can be carried out.