# CHAPTER V
# CLOSING

## 5.1 Conclusion

Based on the results of the research and discussion that has been conducted on the influence of social media usage, overconfidence and investment motivation on meme coin investment decisions, the following conclusions can be drawn:

1. Social media usage partially has a significant positive effect on meme coin investment decisions.
2. Overconfidence partially has a significant positive effect on meme coin investment decisions.
3. Investment motivation partially has a significant positive effect on meme coin investment decisions.
4. Social media usage, overconfidence, and investment motivation simultaneously have a significant effect on meme coin investment decisions.

## 5.2 Research Limitation

This study has several limitations that need to be considered in interpreting the results, including:

1. This study only uses a sample of active meme coin investors during a certain period, so the results cannot necessarily be generalized to all cryptocurrency investors, especially in different or more stable market conditions.
2. The variables used in this study are limited to the use of social media, overconfidence, and investment motivation. Meanwhile, other factors that also have the potential to influence investment decisions, such as financial literacy, attitudes towards risk, investment experience, and the influence of fear of missing out (FOMO), have not been included in this research model.
3. The data collection technique uses an online questionnaire (online survey) which allows for response bias, either due to respondents' limited understanding of the questions or the tendency to answer socially expected (social desirability bias).

4. This study is cross-sectional, namely only capturing data in a certain period of time, so it is not yet able to describe the dynamics of changes in investment behavior over time, especially in the highly volatile cryptocurrency market.

## 5.3  Suggestion

Based on the results of the research that has been conducted, several suggestions can be given to various related parties, namely:

1. This research is expected to be an additional literacy and insight for readers, especially regarding the phenomenon of investing in high-risk digital assets such as meme coins. Readers are advised to be more critical in utilizing information from social media to support more appropriate investment decisions based on objective analysis.

2. To reduce response bias, it is recommended that further research use a combination of online surveys and in-depth interviews or observations. With mixed methods, research results are expected to be more valid and rich in data.

3. For further research, it is advisable to expand the dimensions of the variables studied, for example by including other variables such as financial literacy or risk tolerance, and expanding the research population by involving more investors from various backgrounds. Thus, the results of future research will be more comprehensive and can reflect investor behavior more broady.

4. Apart from focusing on meme coins, future research is recommended to compare investment decisions on other types of crypto assets such as stablecoins, utility tokens, or NFTs. With this comparison, it can be seen whether the factors that influence investment are general or specific to certain types of assets.