Exploring the Factors Influencing Junior College Students' Satisfaction and Loyalty on Short Video Social Media Platforms in Chengdu, China

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Abstract

Purpose: This article aimed to research the critical factors impacting junior college students' satisfaction and loyalty to using short video social media platforms in Chengdu, China. The conceptual framework presented cause-and-effect relationships between perceived ease of use, perceived usefulness, utilitarian value, hedonic value, service quality, user satisfaction, and user loyalty. **Research design, data, and methodology:** The researcher adopted a quantitative technique (n=500) to administer the questionnaire to Junior students in Chengdu, China. Non-probability sampling included judgmental sampling to select the Sichuan Vocational and Technical College of Communications, quota sampling to define the sample size, and convenience sampling to collect data and distribute the questionnaires online and offline. The researcher used structural equation modeling and confirmatory factor analysis to conduct the data analysis, including model fit, reliability, and construct validity. **Results:** The results showed that utilitarian value and hedonic value significantly affected user satisfaction and user satisfaction as an intermediate variable to influence user loyalty. Perceived ease of use and perceived usefulness also significantly affected user satisfaction. Service quality had no significant effect on user satisfaction. **Conclusions.** This study suggested that platform operators can boost user satisfaction and loyalty. Educators can also use the relevant findings to select short-video social media platform resources to enhance teaching quality.

Keywords: Utilitarian Value, Hedonic Value, Service Quality, User Satisfaction, User Loyalty

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Social media is an important concept in the Internet field. Antony Mayfield first coined it in his 2007 book "What is Social Media." Mayfield believes that social media is an umbrella term for a series of online media that are engaging, open, communicative, conversational, community-based, and sociable (Swani et al., 2017; Wu, 2016), allowing everyone to create and disseminate content. The short video originated from a Vine application released by the United States in 2009. Short video social media platforms combine the features of short videos and social media. Xiu-Qi (2017) argues that short video social media platforms extend the social capabilities of social media to the highest level, users

can watch and share short videos through mobile apps, and they can easily communicate with other users by liking, commenting, and sharing their favorite short videos. The 2023 Global Digital Report on worldwide social platform usage indicates that Facebook ranks first, and the popular short-form video platform TikTok currently ranks sixth globally. Notably, TikTok's sister app, Douyin, holds the eighth position in terms of users.

Tang (2021) pointed out that Douyin has become increasingly prevalent among college students, with Douyin emerging as the favored short video social media platform for post-00s college students. The development of short video social media platforms represented by Douyin has been a double-edged sword for college students at a turning

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point in their lives. On the one hand, Douyin and other short video social media platforms have the potential to broaden college students' knowledge horizons and cater to their curiosity for new information. These platforms also offer college students opportunities to cultivate their innovation and entrepreneurial abilities. Many students have successfully leveraged the platform to launch businesses and realize their potential.

Additionally, short video social media can provide students with a sense of accomplishment and fulfillment of long-term emotional and social needs. Nevertheless, Meral (2021) points to data privacy and addiction issues in the social media short-form video-sharing app TikTok. Chen et al. (2022) have raised concerns about the negative social impacts of TikTok's algorithmic recommendations, which can lead to echo chambers and information cocoons among college students. Furthermore, exposure to harmful content on the platform may contribute to mental pollution. A survey analysis revealed that second-year college students exhibit a higher TikTok addiction score compared to their first-year counterparts, possibly due to academic burnout. Young (1996) found that the interactive nature of the internet is more likely to lead to addiction compared to non-interactive functions. The powerful interactive features of TikTok can fulfill the social interaction needs of young people and alleviate social anxiety. However, they may also become addicted to the virtual world, affecting their real-life and academic pursuits.

This study investigates the key factors influencing junior college students' satisfaction and loyalty in using short video social media platforms in Chengdu, China. By examining this demographic's unique preferences and experiences, the research seeks to provide valuable insights into the determinants of user satisfaction and loyalty towards short video social media represented by Douyin in the local context. Understanding these factors is essential for the platform's service providers, content creators, and marketers to enhance user experiences, tailor content, and foster long-term engagement.

The findings of this study can contribute to a deeper understanding of the dynamics of user satisfaction and loyalty in the context of social media platforms, particularly among junior college students in Chengdu. Furthermore, the results can offer practical implications for platform operators and marketers to develop strategies that resonate with the preferences and needs of this specific user segment. By shedding light on the factors influencing satisfaction and loyalty, this research can pave the way for optimizing user engagement and fostering a more fulfilling user experience on short video social media platforms in Chengdu, China.

2. Literature Review

2.1 Utilitarian Value

Ryu et al. (2010) believed that utilitarian value affects customer satisfaction and behavioral intention more than hedonic value. Xu et al. (2013) and Hsu and Lin (2016) found that utilitarian value significantly impacts the satisfaction of mobile app users. Vieira et al. (2018) conducted a meta-analytic review of shopping values. They found that the effect size of the association between utilitarian and purchase intention is stronger in the experimental condition and the indirect effect of hedonic on value, loyalty, and word-of-mouth through the mediating effect of value. Lee and Kim (2018) research showed that utilitarian value only affects satisfaction in the context of Airbnb. Research by Kautish et al. (2022) showed that utilitarian priorities show better customer satisfaction and purchase intention for fashion apparel sold online in the context of the Asian economy (i.e., the Indian market).

H1: Utilitarian value has a significant impact on user satisfaction.

2.2 Hedonic Value

Ryu et al. (2010) found that hedonic value and utilitarian value significantly influence customer satisfaction, and customer satisfaction significantly influences behavior intention in the fast-casual restaurant industry. Xu et al. (2013) and Hsu and Lin (2016) found that hedonic value also significantly influenced the satisfaction of mobile app users. Lee and Wu (2017) confirmed that hedonic value positively affects users' satisfaction and unplanned purchase behaviors. Vieira et al. (2018) found that hedonics have positive main effects on satisfaction, purchase intent, loyalty, perceived benefits, and information search; these associations are typically stronger (compared to weaker) in the case of utilitarian values. Lee and Kim (2018) argued that the hedonic value of Airbnb users positively affects satisfaction and loyalty. Therefore, we hypothesized:

H2: Hedonic value has a significant impact on user satisfaction.

2.3 Perceived Usefulness

Previous works (Alsabawy et al., 2013; Hong et al., 2006; Mohammadi, 2015) have shown that the perceived usefulness of IT users plays a key role in increasing user satisfaction. Amin et al. (2014) argued that perceived usefulness is positively related to the trust and satisfaction of mobile users in a mobile commerce context, which is the key construct of TAM. Sachan et al. (2018) proved that an increase in user perceptions of the usability of government

websites leads to an increase in perceived usefulness, improving user satisfaction. Jo (2023) collected data from 161 smart factories in South Korea and investigated the role of indicators such as perceived usefulness in improving user satisfaction and loyalty related to smart factories. The results show that perceived usefulness has a positive effect on satisfaction. Thus, this study predicted that increasing the degree of perceived usefulness would enhance user satisfaction and loyalty. Legramante et al. (2023) research also showed that perceived usefulness is the strongest predictor of user satisfaction (US). Therefore, based on previous studies, the researchers made the following assumptions:

H3: Perceived usefulness has a significant impact on user satisfaction.

2.4 Perceived Ease of Use

Most scholars have discussed the importance of PEOU in customer satisfaction and overall loyalty. Revels et al. (2010) argued that PEOU has been used as a primary construct in the relevant information technology (IT) literature to examine and evaluate user acceptance of a particular technology. Zhou (2011) showed that the key success factors of mobile websites, such as perceived usefulness (PU), perceived ease of use (PEOU), and trust, determine user satisfaction. PEOU is important in determining how satisfied consumers feel about using the technology. Amin et al. (2014) showed that perceived ease of use (PEOU) significantly impacts satisfaction. Kashive et al. (2020) found that perceived ease of use played a mediating role between artificial intelligence (AI)-enhanced personal learning profile (PLP) and attitude and satisfaction, and further satisfaction mediated between perceived ease of use and intention. Wang and Xie (2023) found that perceived usefulness and perceived ease of use of social media platforms were positively correlated with users' satisfaction with the social media platforms. Based on the above arguments, the researchers postulate the following hypotheses:

H4: Perceived ease of use has a significant impact on user satisfaction.

2.5 Service Quality

Wixom and Todd (2005) and Xu et al. (2013) found a significant relationship between service quality and user satisfaction in IS use and that the key to improving user satisfaction with e-commerce was to provide a high level of service quality. Lwoga (2013), a researcher who used the IS model to assess the effectiveness of Library 2.0 adoption, concluded that of the three quality-related constructs of information quality, service quality, and system quality,

service quality had the strongest overall impact on perceived net benefits and willingness to reuse. Veeramootoo et al. (2018) confirmed a positive relationship between service quality and user satisfaction, which in turn can increase operational efficiency, which can be addressed as the success of this technology. Research by Tam et al. (2020) showed that in electronic commerce, overall quality and trust are important to explain usage and user satisfaction, which further leads to individual performance. Alkraiji and Ameen (2022) argued that the quality of government services directly and positively impacts citizens' satisfaction with electronic products and indirectly affects user loyalty. Therefore, based on the above arguments, we postulate the following hypotheses:

H5: Service quality has a significant impact on user satisfaction.

2.6 User Satisfaction and User Loyalty

DeLone and McLean (2004) argued that most researchers and practitioners agree that user satisfaction is a key predictor of the IS Success Model (ISSM). Gremler and Brown (1998) supported that previous studies have shown that the common relationship between satisfaction and loyalty is the "satisfaction builds loyalty" model. Fournier et al. (1998) and Oliver (1999) argued that a growing body of research suggests that loyalty goes beyond simple satisfaction and that the relationship between satisfaction and loyalty is more dynamic and complex than the above models reflect. Santouridis and Trivellas (2010) found that service quality dimensions have a more significant positive impact on user satisfaction, which in turn has a significant positive impact on user loyalty. The mediating role of user satisfaction in the relationship between service quality and user loyalty was also confirmed. Iranmanesh et al. (2022) proposed that based on the IS post-adoption model and the IS success model, user satisfaction is a salient attitude factor influencing loyalty to a social media application. Based on previous studies, the following hypothesis is proposed.

H6: User satisfaction has a significant impact on user loyalty.

3. Research Methods and Materials

3.1 Research Framework

The foundational theories referenced in this study included the Technology Acceptance Model (TAM) designed by Davis (1989), the Information System Success Model (ISSM) designed by DeLone and McLean (2016), and the American Customer Satisfaction Index (ACSI) designed by Fornell et al. (1996). On this basis, the researcher developed a conceptual framework for this study, described in Figure 1.
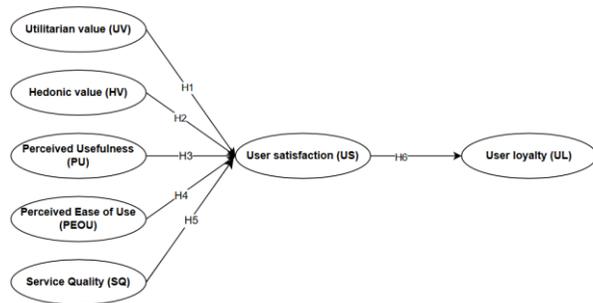
Figure 1: Research Conceptual Framework

H1: Utilitarian value has a significant impact on user satisfaction.

H2: Hedonic value has a significant impact on user satisfaction.

H3: Perceived usefulness has a significant impact on user satisfaction.

H4: Perceived ease of use has a significant impact on user satisfaction.

H5: Service quality has a significant impact on user satisfaction.

H6: User satisfaction has a significant impact on user loyalty.

3.2 Research Methodology

Using the quantitative non-probability sampling method, the researcher distributed questionnaires to the target population through an online questionnaire platform (Steffens et al., 2014). The target population of this study was college students in Chengdu, China, and special types of students, such as "four auxiliary and eight categories," should be excluded. We analyzed the feedback data to explore the factors of short video social media platforms that affect junior college students' satisfaction and loyalty to use in Chengdu, China. The questionnaire for this study consisted of three sections. The first section consisted of screening questions. The second section was a 5-point Likert scale for all variables. The scale items measured the six hypotheses of this study. The measures ranged from (1) strongly disagree to (5) strongly agree. The third section consisted of demographic questions. These questions included class, age, purpose, frequency, and use time. Before administering the full questionnaire, the researcher conducted a pilot test with 40 respondents. The questionnaire used for the pilot test passed the expert's Item-Objective Consistency Index (IOC). The results showed that IOC's scores passed at over 0.6 and Cronbach's alpha scores passed at over 0.7.

Using Cronbach's alpha method, the questionnaire for this study passed the validity and reliability tests (Hair et al.

(2003)). The researcher distributed the set of questionnaires to the target respondents and received acceptable feedback of 500 responses. This feedback data was analyzed using SPSS AMOS statistical tests. Confirmatory factor analysis (CFA) was used to test the accuracy and validation of the convergence. These measures meticulously validated the fit of the conceptual framework of this study and ensured the validity and reliability of the model, providing a solid foundation for the study's findings. Based on these efforts, the researcher examined the causal relationships between the variables using structural equation modeling (SEM).

3.3 Population and Sample Size

Using non-probability sampling, judgmental sampling, and quota sampling, the researchers selected 500 students of Sichuan Vocational and Technical College of Communications who are homogeneous with the students of colleges and universities in Chengdu, China, and these students come from various cities and counties in Sichuan, making them representative of the region. This study will employ stratified proportional sampling. This approach will be based on the total number of students majoring in tourism, big data and accounting, marketing, and digital media technology.

3.4 Sampling Technique

The sampling ratio will be calculated according to the planned sampling number, and the required sampling number for each layer will be determined. The researchers distributed questionnaires using an online questionnaire platform. Table 1. demonstrates the specific sampling for this study.

In August 2023, the researcher conducted a questionnaire survey. Screening the data ensured that the target population was suitable. The respondents were students of four main subjects from Sichuan Vocational and Technical College of Communications, China. The respondents supported this study and answered the study's online questionnaire positively.

Table 1: Sample Units and Sample Size

Four Main Subjects	Population Size	Proportional Sample Size
Smart Tourism	450	159
Big Data and Accounting	430	152
Internet Marketing	279	99
Digital media application technology	254	90
Total	**1413**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The target population of this study is full-time students from Sichuan Vocational and Technical College of Communications. They have more than six months of experience using Douyin short video social media. Respondents voluntarily participated in the questionnaire. The survey mainly focuses on four majors: smart tourism, Internet marketing, big data and accounting, and digital media application technology. A total of 500 questionnaires were distributed for this survey, which the researchers developed using a five-point Likert scale.

Of the 500 respondents, there were 227 males and 273 females, accounting for 45.40% and 54.60% respectively. Among the respondents, the number of social media users of Douyin short videos was highest among junior students, with 163 first-year students, 140 sophomores, and 197 juniors accounting for the majority, 32.60%, 28.00%, and 39.40%, respectively. The respondents' age of 21-23 was 39.40%, of which 60.60% were between 18 and 20 years old, which is in line with the actual situation of current tertiary students.

Table 2: Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	227	45.40%
	Female	273	54.60%
Student Status	Freshmen	163	32.60%
	Sophomore	140	28.00%
	Junior	197	39.40%
Age (Years)	18-20	303	60.60%
	21-23	197	39.40%

4.2 Confirmatory Factor Analysis (CFA)

This study employed confirmatory factor analysis (CFA) to ascertain the measurement of each variable within the conceptual framework. The measurement results demonstrated that all scale items for each variable were statistically significant. Furthermore, the factor loading values for each scale item were deemed acceptable, indicating that this study's conceptual framework was an appropriate fit. All factor loading values for this study exceeded 0.70, all p-values were less than 0.05, all construct reliabilities were greater than 0.70, and all mean extracted variances were greater than 0.50. These estimates were all significant, as demonstrated in Table 3.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Utilitarian Value (UV)	Jin and Xu (2021)	3	0.853	0.765-0.848	0.853	0.660
Hedonic Value (HV)	Jin and Xu (2021)	3	0.857	0.804-0.828	0.858	0.668
Perceived Usefulness (PU)	Cheng (2020)	4	0.859	0.771-0.791	0.859	0.605
Perceived Ease of Use (PEOU)	Cheng (2020)	4	0.874	0.764-0.827	0.874	0.636
Service Quality (SQ)	Demir et al. (2021)	4	0.875	0.774-0.810	0.875	0.637
User Satisfaction (US)	Jin and Xu (2021)	3	0.845	0.769-0.831	0.845	0.645
User loyalty (UL)	Jin and Xu (2021)	3	0.828	0.750-0.790	0.817	0.598

This study employed a series of indicators to assess the model fit in the CFA test: GFI, AGFI, NFI, CFI, TLI, and RMSEA. Table 4. displays the convergent validity and discriminant validity for this study. These values were deemed acceptable. All measurements validated the structural model, as estimated in this study.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	276.371/231 or 1.196
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.957
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.944
NFI	≥ 0.80 (Wu & Wang, 2006)	0.955
CFI	≥ 0.80 (Bentler, 1990)	0.992
TLI	≥ 0.80 (Sharma et al., 2005)	0.991

Fit Index	Acceptable Criteria	Statistical Values
RMSEA	< 0.08 (Pedroso et al., 2016)	0.020
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

As demonstrated in Table 5, the square roots of the level differences extracted are commensurate with the correlations observed among the variables under examination. Consequently, the correlations are appropriate.

Table 5: Discriminant Validity

	UV	HV	PU	PEOU	SQ	US	UL
UV	**0.812**						
HV	0.167	**0.817**					
PU	0.238	0.328	**0.778**				
PEOU	0.227	0.209	0.209	**0.797**			
SQ	0.248	0.245	0.309	0.195	**0.798**		
US	0.270	0.274	0.283	0.281	0.265	**0.803**	
UL	0.258	0.307	0.283	0.265	0.232	0.319	**0.773**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Awang (2012) proposed that the Chi-square/degrees-of-freedom (CMIN/DF) ratio for model fit measures should be less than 3.00, a criterion that is also supported by Al-Mamary and Shamsuddin (2015). Sica and Ghisi (2007) proposed that the GFI should be equal to or greater than 0.85, while the AGFI should be equal to or greater than 0.80. Wu and Wang (2006) proposed that NFI should be no less than 0.80, while Bentler (1990) posited that CFI should be equal to or greater than 0.80. Similarly, Sharma et al. (2005) suggested that TLI should be equal to or greater than 0.80. In their study, Pedroso et al. (2016) proposed that the RMSEA should be less than 0.08. The researchers employed the SPSS AMOS version 28 software for the SEM calculations and implemented the requisite adjustments to the model. The fit indices for this study yielded a satisfactory fit. The following fit indices were calculated: CMIN/df = 2.259, GFI = 0.902, AGFI = 0.880, NFI = 0.909, CFI = 0.947, TLI = 0.940 and RMSEA = 0.050. Table 6 presents these values.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 3.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	555.706/246or 2.259
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.902
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.880
NFI	≥ 0.80 (Wu & Wang, 2006)	0.909
CFI	≥ 0.80 (Bentler, 1990)	0.947
TLI	≥ 0.80 (Sharma et al., 2005)	0.940
RMSEA	< 0.08 (Pedroso et al., 2016)	0.050
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

4.4 Research Hypothesis Testing Result

The researcher calculated the significance of the study model based on the regression weights and R² variances for each variable. The results of the calculations are presented in Table 7. The results of the study supported all of the formulated hypotheses. The utilitarian value (UV) was found to have a significant positive influence on user satisfaction (US) (β=0.185). At the same time, the hedonic value (HV) also had a significant positive influence on user satisfaction (US) (β=0.191). Furthermore, the perceived usefulness (PU) was found to have a significant positive influence on user satisfaction (US) (β=0.173), as was the perceived ease of use. (PEOU) influenced user satisfaction (US) (β=0.221), while service quality (SQ) did not exert a significant influence on user satisfaction (β=0.155). Furthermore, user satisfaction (US) was found to exert a notable influence on user loyalty (UL) (β=0.398).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: UV→US	0.185	3.654*	Supported
H2: HV→US	0.191	3.773*	Supported
H3: PU→US	0.173	3.424*	Supported
H4: PEOU→US	0.221	4.381*	Supported
H5: SQ→US	0.155	3.109	Not Supported
H6: US→UL	0.398	7.092*	Supported

Note: * p<0.05
Source: Created by the author

As evidenced in Table 7, the researcher posited that establishing H1 signified that utilitarian value constituted a pivotal determinant of user satisfaction, exhibiting a criterion coefficient value of 0.185 in its structural path. The establishment of H2 indicated that hedonic value was a significant predictor of user satisfaction, with a criterion coefficient value of 0.191 in its structural path. The establishment of H3 indicated that perceived usefulness was one of the key drivers of user satisfaction, with a criterion coefficient value of 0.173 in its structural path. The establishment of H4 indicated that perceived ease of use was one of the key drivers of user satisfaction, with a criterion coefficient value of 0.221 in its structural path. Establishing H5 indicated that service quality was not a key driver of user satisfaction, with a standard coefficient value of 0.155 in its structural path. The establishment of H6 indicated that user satisfaction was a key driver of user loyalty, with a standard coefficient value of 0.398 in its structural path.

5. Conclusion and Recommendation

5.1 Conclusion

The "short video + social" model has been constantly reformed and improved in practice to better meet users' increasingly diversified needs. It has become an important force in reshaping the media landscape and public opinion ecology. In this paper, we investigate the factors affecting the satisfaction and loyalty of college students in Chengdu, China, who use short-video multimedia social networking platforms.

The target population of this study was tertiary students enrolled in higher vocational colleges and universities from Chengdu, China. They used the short-video social media platform represented by Douyin. They voluntarily participated in the questionnaire survey of this study. The survey respondents were students from four majors at Sichuan Vocational and Technical College of Communication. The researchers developed the questionnaire using a five-point Likert scale. The questionnaire passed the item-goal congruence test by three experts. The pilot test with a sample size of 40 supported the internal consistency and reliability of the conceptual framework of this study.

The researcher collected a set of 500 valid questionnaires. The researcher tested the validity and reliability of the data returned from these questionnaires. The test results indicated that the convergent validity, composite reliability, Cronbach's alpha reliability, factor loadings, mean square extraction analysis, and discriminant validity of these data were acceptable. The researcher measured the sample data using JAMOVI. The conceptual framework of this study passed the AMOS test. The CFA results indicated that the data related to this study was a reasonable fit. The factor structure and validation model used in this study were appropriate. The results showed that Perceived ease of use and usefulness were key to user acceptance. Utilitarian and hedonic values significantly impacted user satisfaction.

It is an unexpected conclusion that service quality did not significantly affect satisfaction when using short video social media platforms. The analysis of the results of the survey suggests several possible reasons. First, social media platforms' content-driven characteristics mean that some people are more concerned with creating entertaining, educational, and popular content. Second, user habituation makes them insensitive to service quality problems. Third, information overload results in the user focusing on content rather than the service experience. Fourth, the social attributes of short video social media platforms make user interaction and sharing on the platform important, replacing service quality and increasing overall platform satisfaction. Fifth, users pursue short-term satisfaction rather than long-term service quality. All these factors reduce the correlation between service quality and user satisfaction.

The study offers insights for stakeholders to enhance user experiences on platforms like Douyin. It challenges traditional views on service quality's impact on satisfaction. The paper highlighted the importance of utilitarian value, hedonic value, ease of use, and usefulness on platform satisfaction and loyalty for college students. Operators should adapt strategies based on these factors to enhance satisfaction and loyalty effectively. The findings contribute to understanding user behaviors on short-video social media platforms in educational settings.

5.2 Recommendation

The study on factors influencing the satisfaction and loyalty of Chengdu tertiary students using short-video social media platforms provides valuable insights for enhancing user experience and platform engagement. Based on the findings, the following recommendations are proposed:

Firstly, platform operators can moderate several independent factors. They can improve user satisfaction and loyalty by moderating utilitarian value, hedonic value, perceived usefulness, and perceived ease of use. For example, improving algorithms to tailor video recommendations based on user preferences can increase hedonic value, increasing overall satisfaction and loyalty when using the platform.

Secondly, operational mechanisms must be optimized. It is important to understand the relationship between utilitarian value, hedonic value, perceived usefulness, perceived ease of use, service quality, user satisfaction, and user loyalty. Platform operators can improve user satisfaction and loyalty by optimizing this operational framework. Targeting factors other than service quality can significantly increase user usage of short-form social media platforms, improve the efficiency of platform operators' services, and contribute to sustainable business development.

Lastly, higher education professionals can enhance teaching quality and management efficiency through short video social media platforms. Teachers can refer to research conclusions and guide students to effectively utilize these platforms based on significant factors that improve the satisfaction and loyalty of college students in vocational schools. These factors include hedonic value, utilitarian value, perceived usefulness, and perceived ease of use. For example, teachers can create engaging educational videos to explain key concepts. At the same time, encouraging students to freely create content, utilizing the social nature of short videos, and establishing a learning community can

promote interaction between students and teachers and between on-campus and off-campus students, facilitating deeper learning discussions. These practices help college students form the correct outlook on life, values, and worldview during this critical period.

The implementation of these recommendations will enable platform operators and higher education educators to use the factors identified to develop a more satisfied and loyal user base among tertiary students using short-form social media platforms, improve the efficiency of platform operations, and contribute to the growth of college and university students in higher education.

5.3 Limitation and Further Study

The research needs more sample selection and generalizability due to focusing on tertiary students from a specific region. Future studies should diversify the sample by including students from various institutions and regions. Additionally, the study lacks a reference group for comparative analysis, which could be rectified by including a broader range of users. To enhance the study's validity, future research should incorporate mixed-methods approaches, such as longitudinal studies and qualitative interviews, to comprehensively explore the impact of short-form social media on user behavior. Studying the relationship between service quality and user satisfaction is also necessary. These would address the gaps in validating the IS success model and provide a more nuanced understanding of user interactions with emerging social media platforms.

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