Key Factors Affecting Junior College Students' Satisfaction and Loyalty Towards a Social Networking Services Platform in Chengdu, China

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Abstract

Purpose: This article aims to research the critical factors impacting junior college students' satisfaction and user loyalty when using a social networking platform. The conceptual framework demonstrates the causal relationship between Perceived usefulness, Perceived ease of use, Trust, Utilitarian Value, Hedonic Value, Satisfaction, and User Loyalty. **Research design, data, and methodology:** The researchers used a quantitative technique (n=500) to administer the questionnaire to senior college students in Chengdu, China. Non-probability sampling included judgmental sampling to select the four majors of Sichuan Vocational and Technical College of Communications, quota sampling to determine the sample size, and convenience sampling to collect data and distribute questionnaires online. The researchers used structural equation modeling (SEM) and validation factor analysis (CFA) to analyze the data, including model fit, reliability, and structural validity. **Results:** Perceived usefulness, perceived ease of use, trust, utilitarian value, and hedonic value had a significant effect on satisfaction, and satisfaction was used as an intermediate variable affecting user loyalty. Perceived ease of use has the greatest effect on satisfaction, followed by perceived usefulness. **Conclusions:** This study has important theoretical and practical value for improving the user experience of students using the social networking services platform in Chinese higher vocational colleges and universities.

Keywords: Perceived Ease of Use, Hedonic Value, Satisfaction, User Loyalty, Social Networking Services Platform

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Ishii (2017) states that social networking services (SNS) have grown dramatically in recent years. It has fundamentally changed how individuals in the digital age engage and interact with people from different demographic, cultural, and geographic backgrounds. Dhir and Tsai (2017) considered social networking services innovative web-based communication services. Users instantly construct personal profiles and articulate social connections by sharing, liking, and commenting on content. At the same time, social networks are further expanded by establishing or maintaining online interpersonal relationships with other members. Wen et al. (2016) found that only a few reports empirically reveal the impact of local SNS use. WeChat has been the most widely used social networking service among various domestic SNS in mainland China.

According to Chen (2017), the WeChat platform is a multifunctional social networking platform that combines multiple services in one place. It provides SMS, social networking, mobile payment, and e-commerce services. Zhang et al. (2017) stated that WeChat has become an attractive platform. WeChat combines instant messaging, voice chat, games, banking, and shopping. However, WeChat's growth still greatly depended on user satisfaction and loyalty. Mou et al. (2016) noted that users' trust in the platform is a prerequisite for continued use. Sun et al. (2014) found that platform user satisfaction influences user loyalty in online social networks. Therefore, it is crucial for social networking service platform operators to retain their platform users and to cultivate and increase their platform users' loyalty.

The results of Shah and Attiq's (2016) study on perceived ease of use and customer satisfaction indicate that perceived

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ease of use significantly impacts customer satisfaction. Consumers were satisfied with the social networking service platform when it was perceived as easy to use. Krishnan and Koshy (2021) found that perceived usefulness affects consumers' behavioral intentions. Sleiman et al. (2021) state that perceived usefulness and customer satisfaction impact user loyalty. Arbaugh (2000) investigated the factors affecting user satisfaction. The results showed that perceived usefulness is an important factor affecting user satisfaction.

Davis et al. (1989) found that a positive experience of perceived ease of use increased user satisfaction when using a new platform. Abdullah et al. (2016) found that perceived ease of use impacts perceived usefulness and customer intent. Setiawan and Widanta (2021) stated that the factors influencing the intention to use an online platform are perceived ease of use, usefulness, and trust. Sleiman et al. (2021) studied the factors affecting user loyalty on WeChat platforms in China. The study found that perceived usefulness, perceived ease of use, trust factors, security factors, customers, perceived entertainment, and satisfaction were all factors that directly or indirectly influenced.

Shankar et al. (2002) showed that trust can generate loyalty and satisfaction when using social network service platforms. McKnight et al. (2002) found that trust positively impacts online consumers' willingness to buy. Gefen (2003) argued that trust in the platform is the fundamental reason users purchase products online. Based on trust, users will further experience the services provided by the platform. Pavlou's (2002) study shows that trust in the seller's reputation positively affects the buyer's satisfaction. Chou and Chen (2018) conducted a study on the effect of trust on willingness to pay. The study shows that users will be more willing to pay and behave more based on trust.

Chen and Fu (2018) showed that utilitarian value directly or indirectly affects consumer loyalty. Jung et al. (2018) studied utilitarian values and continuance intentions. The study found that utilitarian values indirectly influence sustained intent through users' current use and social factors. Nejati and Moghaddam's (2013) study found that both utilitarian and hedonic values positively impact user satisfaction. However, utilitarian values impacted user satisfaction more than hedonic values. Zhang et al. (2017) found a positive correlation between hedonistic and utilitarian values and continuation intentions.

Chen et al. (2022) found that an increase in a user's sense of hedonic value positively affects behavioral intentions, such as the intention to continue to use. Gan and Wang (2017) found that utilitarianism, hedonism, and social values have a significant positive effect on satisfaction. Chiu et al. (2014) studied hedonic value and repurchase intentions. The study found a positive correlation between hedonic value and repurchase intentions.

Zanubiya et al. (2023) conducted a study on satisfaction and loyalty. It was found that loyalty results from repeated accumulation of customer satisfaction. Luqiu and Kang (2021) stated that user satisfaction significantly affects user loyalty on the WeChat platform. In this study, we consider Perceived usefulness (PU), Perceived ease of use (PEU), Trust (TR), Utilitarian Value (UV), Hedonic Value (HV), User as the factors affecting Satisfaction (SA) and user Loyalty (UL).

This study aims to investigate factors impacting junior college students' satisfaction and user loyalty to the WeChat platform. It has important theoretical significance and practical value for the sustainable development of social network service platforms.

2. Literature Review

2.1 Perceived Usefulness

Davis et al. (1989) defines perceived usefulness as the perception that a person believes using a system can improve his/her performance. Hernandez-Ortega et al. (2014) did a study. The study found that the system's advantages determine perceived usefulness, which will impact user satisfaction. Bhattacherjee (2001) mentions in the article that user satisfaction is determined by perceived usefulness.

Mohammadi (2015) did a study. The study has shown that the perceived usefulness of platform users plays a key role in improving user satisfaction. Venkatesh and Davis (1996) did a study. The study showed that perceived usefulness is an important indicator of user satisfaction with information technology. Kim et al. (2010) conducted studies in business management. It was found that researchers generally support the idea that satisfaction is influenced by perceived ease of use. Tulodo and Solichin (2019) found that usefulness positively influences customer satisfaction.

Ghani et al. (2017) found that perceived usefulness positively impacts customer satisfaction. Perceived ease of use also positively affects customer satisfaction. Based on the above literature, the following research hypotheses are proposed in this paper.:

H1: Perceived usefulness has a significant effect on satisfaction.

2.2 Perceived Ease of Use

Phuong et al. (2020) did a study. The study found that perceived ease of use significantly affects customer satisfaction. Information technology requiring minimal effort is more likely to be accepted by users and generate satisfaction. At the same time, they believe that perceived ease of use is one of the decisive factors for customer

satisfaction in the context of technology applications.

Ashfaq et al. (2019) found different results in their study. They showed in their study that perceived ease of use does not significantly affect customer satisfaction. This is because other factors, such as expectations and enjoyment, may interfere with it. Tu et al. (2012) did a study. The study found that online auction customer satisfaction is most affected by the degree of perceived ease of use in online auction platforms. If customers perceive higher ease of use in online auctions, they will show higher customer satisfaction with the online auction platform.

Juniwati (2015) did a study. The study found that perceived ease of use significantly impacts customer satisfaction in online shopping. Shah and Attiq (2016) studied perceived ease of use and customer satisfaction. The results of the study showed that perceived ease of use had a significant effect on customer satisfaction. Consumers are satisfied with e-learning when they perceive it as easy to use. Based on the above literature, the following research hypotheses are proposed in this paper.:

H2: Perceived ease of use has a significant effect on satisfaction.

2.3 Trust

Rita et al. (2019) conducted a study. They found that trust is a prerequisite for customer satisfaction and loyalty. Amin et al. (2013) examined some of the earlier studies. The study found that trust increases customer satisfaction and loyalty. Lee and Moghavvemi (2015) conducted a study. The study found that in e-tailing, trust is related to customers' confidence in the quality and reliability of the services provided by the platform.

McKnight et al. (2002) borrowed the three-factor model of 'trustworthiness,' 'benevolence,' and 'integrity' from the applied psychology literature (Mayer et al., 1995). They applied this model to service marketing. Trustworthiness is the customer's belief that the e-platform can deliver the promised service. Benevolence is the willingness of the online platform to provide exemplary service to its customers. And not just a promise to make a profit. Integrity relates to the credibility of the online platform in providing information about its products or services.

Gounaris (2005) studied the experiences of past researchers. The research evidence suggests that trust is crucial in customers' willingness to buy and loyalty to the platform. Kalia et al. (2021) mentioned that trust involves a willingness to be vulnerable. It was, therefore, argued that there was much room for online platforms to engage in opportunistic behavior. Once consumers are satisfied with the platform services, trust is crucial for their loyalty. Based on the above literature, the following research hypotheses are proposed in this paper.

H3: Trust has a significant effect on satisfaction.

2.4 Utilitarian Value

Kesari and Atulkar (2016) conducted a study to assess shoppers' satisfaction with shopping centers. The study considered utilitarian and hedonic values. Consumers' lifestyles affect their values, which leads to positive satisfaction. Eggert and Ulaga (2002) mentioned in their study that perceived value includes utilitarian and hedonic value. Perceived value is one of the most important customer satisfaction and loyalty indicators. This shows that utilitarian value also impacts satisfaction.

Lee and Kim (2018) conducted a study. The results showed that Users' hedonic values positively affect both satisfaction and loyalty, whereas utilitarian values only affect satisfaction. Ryu et al. (2010) conducted a study. The results showed that both hedonic and utilitarian values significantly impact customer satisfaction. Utilitarian values have a greater impact on customer satisfaction than hedonic values.

Kautish et al. (2022) studied hedonic, utilitarian, and satisfaction values. The study's results showed that the value of hedonic and utilitarian dimensions significantly affected satisfaction. Utilitarian value showed better results in customer satisfaction than hedonic value. Based on the above literature, the following research hypotheses are proposed in this paper.

H4: Utilitarian values have a significant effect on satisfaction.

2.5 Hedonic Value

Gan and Wang (2017) found that hedonic value positively affected satisfaction. Yu et al. (2013) argued that each type of perceived value positively affected satisfaction. Hedonic values had the strongest relationship with satisfaction. Nejati and Moghaddam (2013) studied hedonic values, utilitarian values, satisfaction, and behavioral intentions. The study found that hedonic and utilitarian values significantly influenced satisfaction and behavioral intentions. Moreover, satisfaction had a significant positive effect on behavioral intention.

Kesari and Atulkar (2016) conducted a study on hedonic values. The study showed that effectively creating and providing hedonic value factors and related items helps increase shoppers' satisfaction in shopping centers. Enhancing hedonic factors can produce a pleasurable, exciting, and enjoyable retail environment during the shopping process, thus making the shopping process more entertaining, exploratory, and attractive. Based on the above literature, the following research hypotheses are proposed in this paper.

H5: Hedonic value has a significant effect on satisfaction.

2.6 Satisfaction

Anderson et al. (1994) mentioned that consumer satisfaction indicates a company's past, present, and future performance. There is ample evidence that it positively impacts loyalty to platform services. Shankar et al. (2000) found that satisfaction positively impacts loyalty. Satisfaction has a greater impact on loyalty online than offline. This may be due to the high cost of finding alternative suppliers. Lovelock and Wirtz (2011) found that the basis of true loyalty lies in customer satisfaction.

Kotler and Armstrong (2006) found that highly satisfied customers make repeat purchases. Highly satisfied customers also share their experiences with others. Johnston et al. (2012) found that satisfied customers who perceive value from the service are more likely to return. It is also more likely to provide positive word of mouth. They are recommending the platform and its services to others.

Similarly, Howat and Crilley (2007) stated in their study that satisfied customers are more likely to increase their use of the service and recommend it to others. Thus, it effectively helps in acquiring new customers. Based on the above literature, the following research hypotheses are proposed in this paper.

H6: Satisfaction has a significant effect on user loyalty.

3. Research Methods and Materials

3.1 Research Framework

The foundational theories referenced in this study include Technology Acceptance Theory (TAM), proposed by Davis et al. (1989); Information Systems Success Theory (ISST), designed by DeLone and McLean (1992); and Trustworthiness Theory (TT), designed by McKnight et al. (2002). Based on these, the researchers developed a conceptual framework for this study, as shown in Figure 1.
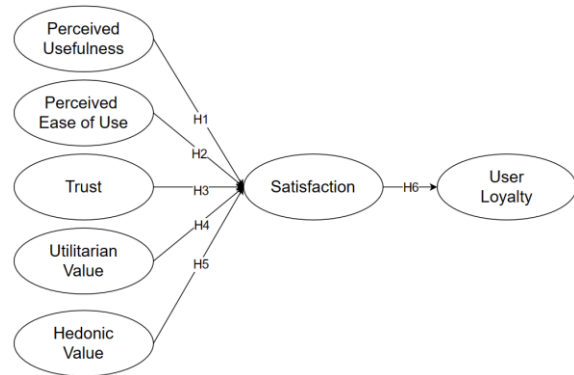
Figure 1: Research Conceptual Framework

H1: Perceived usefulness has a significant effect on satisfaction.
H2: Perceived ease of use has a significant effect on satisfaction.
H3: Trust has a significant effect on satisfaction.
H4: Utilitarian values have a significant effect on satisfaction.
H5: Hedonic value has a significant effect on satisfaction.
H6: Satisfaction has a significant effect on user loyalty.

3.2 Research Methodology

Using a quantitative non-probability sampling method, the researcher distributed questionnaires to the target population through an online questionnaire platform (McNaught & Lam, 2010). The target population of this study was junior college students from four majors of Sichuan Vocational and Technical College of Communications in Chengdu, Sichuan Province. We analyzed the feedback data to explore the factors affecting junior college students' satisfaction and user loyalty when using a social networking platform. This study questionnaire consists of three parts. The first part consisted of screening questions. The second part was a 5-point Likert scale for all variables. The scale items measure the six hypotheses of this study. The measures range from (1) strongly disagree to (5) strongly agree. The third section is the demographic questions. These questions included gender, age, and grade level. Before conducting the large-scale questionnaire, the questionnaire passed the expert's Item-Objective Consistency Index (IOC) score with over 0.6. Additionally, the researcher pilot-tested 30 respondents. The results of Cronbach's alpha are over 0.7.

3.3 Population and Sample Size

Using Cronbach's Alpha method, the questionnaire for this study passed validity and reliability tests (Roopa & Rani, 2012). The researcher distributed this questionnaire to the target respondents and received acceptable feedback from 500 responses. Using statistical tests in SPSS AMOS, we analyzed this feedback data. To test the accuracy and validity of convergent validity, we used a validated factor analysis (CFA). These measures validated the fit of this study's conceptual framework and ensured the model's validity and reliability. Based on these efforts, the researchers examined the causal relationships between variables using structural equation modeling (SEM).

3.4 Sampling Technique

The researchers used non-probability, judgment, and quota sampling to select junior college students from four majors at Sichuan Vocational and Technical College of Communications in Chengdu, Sichuan Province, China. They distributed the questionnaires using an online questionnaire platform. Table 1. demonstrates the specific sampling of this study.

Table 1: Sample Units and Sample Size

Major	Population Size	Proportional Sample Size
Big data and accounting students	430	123
Tourism students	450	128
Modern logistics management students	418	119
Software technology students	454	130
Total	**1752**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic information collected from the participants was gender, age, grade level, and the average length of time using the WeChat platform among tertiary students. We distributed questionnaires to 500 junior college students in four majors at The Sichuan Vocational and Technical College of Communication in Chengdu, Sichuan

Province. The survey respondents were 231 females and 224 males, 269 males, accounting for 46.2% and 53.8%, respectively. Freshman 169 (33.8%), Sophomore 169 (33.8%), Junior 162 (32.4%). The number of junior college students between the ages of 18 and 25 was 138 (27.6%), 21 to 23 years old Junior college students were 212 (42.4%), 24 to 26 years old junior college students were 127 (25.4%), and 26 years old and above junior college students were 23 (4.6%). The number of junior college students who used WeChat for an average of less than 1 hour was 212 (42.4%), the number of junior college students who used WeChat for an average of 1 to 2 hours was 135 (27%), the number of junior college students who used WeChat for an average of 2-3 hours was 139 (27.8%). The number of junior college students who used WeChat for an average of 3 hours or more was 14 (2.8%). Table 2 presents demographic information for this study.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	269	53.8%
	Female	231	46.2%
Grade	Freshman	169	33.8%
	Sophomore	169	33.8%
	Junior	162	32.4%
Age	18 to 20 years old	138	27.6%
	21 to 23 years old	212	42.4%
	24 to 26 years old	127	25.4%
	More than 26 years old	23	4.6%
Average hours to use the WeChat platform	Less than 1 hours	212	42.4%
	1-2 hours	135	27%
	2-3 hours	139	27.8%
	More than 3 hours	14	2.8%

4.2 Confirmatory Factor Analysis (CFA)

This paper used confirmatory factor analysis (CFA) to measure each variable in the conceptual framework of this study. The measurement results showed that all scale items for each variable were significant. In addition, the factor loading values for each scale item were acceptable, indicating that the conceptual framework of this study was a good fit. All of the factor loading values for this study were greater than 0.30, all of the p-values were less than 0.05, all of the construct reliabilities were greater than 0.70, and all the mean extracted variances were greater than 0.50. These estimates were all significant. Table 3 shows all of these values.

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
Perceived usefulness (PU)	Cheng (2020)	4	0.875	0.767-0.833	0.876	0.639
Perceived ease of use (PEU)	Cheng (2020)	4	0.892	0.780-0.863	0.893	0.676
Trust (TR)	Ruiz-Alba et al. (2022)	4	0.885	0.782-0.866	0.886	0.662
Utilitarian Value (UV)	Jin and Xu (2021)	3	0.852	0.766-0.917	0.854	0.662
Hedonic Value (HV)	Jin and Xu (2021)	3	0.861	0.782-0.849	0.862	0.676
Satisfaction (SA)	Ruiz-Alba et al. (2022)	3	0.826	0.732-0.832	0.827	0.616
User Loyalty (UL)	Jin and Xu (2021)	4	0.859	0.707-0.842	0.861	0.610

Table 4 displays the square roots of the level differences extracted, and these values indicate that the correlations of all the variables in this study are appropriate. This study used GFI, AGFI, NFI, CFI, TLI, and RMSEA as indicators of model fit in the CFA test.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.145
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.956
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.943
NFI	≥ 0.80 (Wu & Wang, 2006)	0.958
CFI	≥ 0.80 (Bentler, 1990)	0.993
TLI	≥ 0.80 (Sharma et al., 2005)	0.994
RMSEA	< 0.08 (Pedroso et al., 2016)	0.017
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 = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

Table 5. shows the convergent validity and discriminant validity for this study. These two values were validated to be acceptable. All the measurements validated the validity of the structural model estimated in this study.

Table 5: Discriminant Validity

	PU	PEU	TR	UV	HV	SA	UL
PU	**0.799**						
PEU	0.2	**0.822**					
TR	0.312	0.208	**0.814**				
UV	0.231	0.221	0.249	**0.814**			
HV	0.34	0.216	0.262	0.164	**0.822**		
SA	0.337	0.335	0.32	0.3	0.317	**0.785**	
UL	0.301	0.271	0.262	0.279	0.333	0.36	**0.781**

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) suggested that the Chi-square/degree of freedom (CMIN/DF) ratio for model fit is less than 5.00, a criterion supported by Al-Mamary and Shamsuddin (2015). Sica and Ghisi (2007) suggested that AGFI is greater than 0.80 and GFI is greater than 0.85. Wu and Wang (2006) suggested that NFI is greater than 0.80. Sharma et al. (2005) suggested that TLI is greater than 0.80. Bentler (1990) suggested that CFI is greater than 0.80. Pedroso et al. (2016) suggested that the RMSEA is less than 0.08. The researcher used SPSS AMOS version 26 for SEM calculations and adjusted the model. The results of the fit indices of this study showed a good fit. CMIN/df = 2.106, GFI = 0.903, AGFI = 0.883, NFI = 0.917, TLI = 0.949, CFI = 0.955, RMSEA = 0.047. Table 6 demonstrates these values.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	2.106
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.903
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.883
NFI	≥ 0.80 (Wu & Wang, 2006)	0.917
CFI	≥ 0.80 (Bentler, 1990)	0.949
TLI	≥ 0.80 (Sharma et al., 2005)	0.955
RMSEA	< 0.08 (Pedroso et al., 2016)	0.047
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 = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

Based on the regression weights and R2 variances for each variable, the researcher calculated the significance of the study model. Table 6 presents the results of the calculations. These results supported all the hypotheses of this study. Perceived usefulness influenced Satisfaction(β=0.223), Perceived ease of use influenced

Satisfaction(β=0.272), Trust influenced Satisfaction(β=0.186), Utilitarian value influenced Satisfaction(β=0.208), Hedonic value influenced Satisfaction(β=0.205) and Satisfaction influenced User loyalty(β=0.425).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: PU → SA	0.223	4.483*	Supported
H2: PEU → SA	0.272	5.490*	Supported
H3: TR → SA	0.186	3.814*	Supported
H4: UV → SA	0.208	4.169*	Supported
H5: HV→ SA	0.205	4.097*	Supported
H6: SA → UL	0.425	7.806*	Supported

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

According to the results in Table 7, the researcher concluded that establishing H1 indicated that perceived usefulness was one of the key drivers of Satisfaction with a criterion coefficient value of 0.223 in its structural path. The establishment of H2 indicated that Perceived ease of use was one of the key drivers of Satisfaction with a criterion coefficient value of 0.272 in its structural path. The establishment of H3 indicated that Trust was one of the key drivers of Satisfaction, with a criterion coefficient value of 0.186 in its structural path. The establishment of H4 indicated that Utilitarian value was one of the key drivers of Satisfaction with a criterion coefficient value of 0.208 in its structural path. The establishment of H5 indicated that the hedonic value was one of the key drivers of Satisfaction, with a standard coefficient value of 0.205 for its structural path. The establishment of H6 indicated that Satisfaction was one of the key drivers of User loyalty with a standard coefficient value of 0.425 in its structural path.

5. Conclusion and Recommendation

5.1 Conclusion

This study aims to comprehensively analyze the factors impacting junior college students' satisfaction and user loyalty in using a social networking services platform in Chengdu, China. The WeChat Platform is the most widely used social network service platform among various domestic SNSs in mainland China (Wen et al., 2016). In January 2011, Tencent launched WeChat. By the third quarter of 2023, WeChat had 1.336 billion monthly active users. For WeChat operators, it is crucial to retain users of The WeChat Platform and to cultivate and increase the loyalty of the WeChat Platform users. Therefore, conducting an in-depth study on the factors and mechanisms that

influence the satisfaction and user loyalty of junior college students using a social networking services platform is necessary. This study proposes six hypotheses that explore the relationships between these factors.

The target population of this study was junior college students of Sichuan Vocational and Technical College of Communications in Chengdu, China. In this paper, a survey was conducted at the Sichuan Vocational and Technical College of Communications, Chengdu, China. We administered questionnaires to 500 junior college students from four majors in Sichuan Vocational and Technical College of Communications with more than one year of experience using WeChat. We analyzed the data from these questionnaire responses. The analysis of these data supports the conceptual framework of this paper. Previous related literature informed this conceptual framework. The 500-point sample data for this study were analyzed through SPSS and JAMOVI measures. The conceptual framework of this study passed the AMOS test, which supported the item factor structure of this study. The CFA confirmed the suitability of this study's factor structure and validation model and that the relevant data were a reasonable fit (West, 2002).

The data collected by the researcher from the 500 questionnaires passed the confirmatory factor analysis CFA measure. These results demonstrated that after passing the validity and reliability tests, the conceptual model of this study stood. The results of the convergent validity tests - composite reliability, Cronbach's alpha reliability, factor loading and mean-variance extraction analysis, and discriminant validity - proved that the concept of this study holds (Steigenberger, 2015). This paper uses structural equation modeling (SEM) to analyze the factors influencing junior college students' satisfaction and user loyalty using a social networking services platform. These results indicate that the research hypotheses presented in this paper are valid. They support all six research hypotheses in this study.

The results show that Perceived Usefulness (PU) directly and significantly affects Satisfaction (SA). Perceived ease of use (PEU) directly and significantly affects satisfaction (SA). Trust (TR) directly and significantly affects satisfaction (SA). Utilitarian Value (UV) directly and significantly influences satisfaction (SA). Hedonic Value (HV) directly and significantly influences Satisfaction (SA). Satisfaction (SA) directly and significantly affects Loyalty (UL). This is the mechanism of operation found in this study. This quantitative study reveals that operators of a social networking services platform can target and optimize the key factors affecting satisfaction and loyalty, providing support and rationale.

5.2 Recommendation

Based on this paper's findings, we suggest the following measures. First, operators of a social networking services

platform can influence the satisfaction and loyalty of higher education students using a social networking services platform by moderating the five factors of perceived usefulness, perceived ease of use, trust, utilitarian value, and hedonic value attitudes. For example, operators can significantly influence user satisfaction and loyalty by optimizing the user interface so that users experience a strongly perceived ease of use.

Second, this paper identifies the relationships between these seven variables. These relationships connect these seven variables into a whole and construct the conceptual framework of this paper. This conceptual framework demonstrates the mechanisms that influence the satisfaction and loyalty of junior college students using a social networking services platform. Platform operators can optimize this operational mechanism to increase the satisfaction and loyalty of school-based junior college students using social networking platforms. For example, the operator can target and optimize the factors in the mechanism that significantly impact satisfaction and loyalty.

5.3 Limitation and Further Study

The limitations of this study are that the variables in this study have individual dimensions and the data to measure these variables came from the concentration period (Glick, 1985). The junior college students who provided these data were from specific schools. In future research, it would be helpful to include variables like those in this study, use a longitudinal or experimental design, and collect data consistently at different points in time.

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