



The 20<sup>th</sup> National and International Conference  
"Strengthen knowledge to drive education and integrate across sciences for sustainable development"  
December 3, 2025 Online Via Zoom

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## THE IMPACT OF INFORMATION QUALITY ON THE CONTINUANCE INTENTION OF BILIBILI USERS IN GUANGDONG, CHINA: THE MEDIATING ROLE OF SATISFACTION

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### Abstract

This study examines the impact of information quality on the continuance intention of Bilibili users in Guangdong, China, with satisfaction as a mediating variable. A questionnaire survey was conducted among 520 Generation Z users selected via multi-stage convenience sampling, yielding 510 valid responses. The collected data were analyzed using structural equation modeling (SEM). The findings reveal that information quality has a significant positive effect on both satisfaction ( $\beta = 0.725$ ,  $p < 0.001$ ) and continuance intention ( $\beta = 0.694$ ,  $p < 0.001$ ), and satisfaction ( $\beta = 0.253$ ,  $p < 0.001$ ) partially mediates this relationship, accounting for 32.51% of the total effect. Based on these results, the study offers strategic recommendations to enhance user satisfaction and strengthen users' continuance intention toward the platform.

**Keywords:** Information Quality, User Satisfaction, Continuance Intention

### Introduction

Driven by the global digital economy, video platforms have become critical channels for information acquisition, social interaction, and entertainment. Platforms such as YouTube, TikTok, and Instagram Reels, with their high interactivity, diverse content formats, and intelligent recommendation algorithms, are particularly popular among Generation Z users (Djafarova & Bowes, 2021; Turner, 2023). According to Statista (2024), Generation Z globally spends an average of over three hours daily on video platforms, significantly higher than other generational cohorts, reflecting their strong reliance on the quality of video content.

Bilibili, known as "B Station," has over 300 million monthly active users, primarily Generation Z, and is renowned for its anime, comics, games (ACG) content, bullet comment (danmu) culture, and community-driven ecosystem (Liu, 2021; Chen et al., 2023). Its interactive features, such as danmu and creator incentive programs, foster strong user engagement and loyalty.

Few studies focus on Guangdong's regional context, a hub of China's digital economy with unique cultural and policy influences. This study examines the psychological mechanisms driving Generation Z's continuance intention on Bilibili in Guangdong, addressing gaps in region-specific and micro-level psychological research.

### Research Objectives

1. To verify the direct impact of information quality on continuance intention.



2.To explore the mediating role of user satisfaction in the relationship between information quality and continuance intention.

### Scope of the Research

- 1.Population Scope:Generation Z in Guangdong, China, specifically young individuals born between 1995 and 2009.
- 2.Variable Scope:Information Quality, User Satisfaction, Continuance Intention.
- 3.Time Scope:September to December 2025.

### Literature Review

#### 1.Theoretical Framework: Expectation-Confirmation Theory

Expectation-Confirmation Theory (ECT), proposed by Oliver (1980), posits that consumer satisfaction arises from the alignment of pre-consumption expectations with actual experiences, influencing loyalty behaviors through a pathway of expectations, performance, confirmation, satisfaction, and behavioral intention. Bhattacharjee (2001) adapted ECT into the Expectation-Confirmation Model (ECM) for information systems, emphasizing continuance behavior. Kim et al. (2024) integrated ECM with the IS Success Model, highlighting information quality as a critical determinant of user satisfaction and continuance in digital platforms.This study advances a refined ECM-based framework that, unlike UTAUT2's broad adoption lens, precisely explains post-adoption continuance on content platforms like Bilibili, and extends the IS Success Model by theorizing satisfaction as the specific mediator between information quality and continuance intention.

#### 2.Hypothesis

Based on the ECM framework, this study examines how information quality influences user satisfaction and continuance intention among Generation Z Bilibili users in Guangdong, China.

##### (1) Information Quality and Continuance Intention

Information quality, defined as the accuracy, timeliness, relevance, and comprehensibility of Bilibili's video content and bullet comments, is critical for user loyalty (DeLone & McLean, 2003). On Bilibili, high-quality content, such as knowledge videos and entertaining Cantonese content, meets Generation Z's cognitive and emotional needs, fostering continued engagement (Alalwan et al., 2024). Algorithm-driven personalization enhances content relevance, further promoting continuance intention, particularly in Guangdong's culturally rich context (Zhang et al., 2023). Entertainment value and bullet comment interactions are especially influential for Generation Z's loyalty (Wang et al., 2024).

H1: Information quality has a significant positive effect on continuance intention.

##### Information Quality and User Satisfaction

User satisfaction reflects Generation Z's subjective evaluation of Bilibili's content, bullet comment interactions, and community engagement, based on whether the platform meets their expectations (Kim et al., 2011). High-quality, entertaining, and culturally relevant content, such as Cantonese bullet comments, enhances satisfaction by fulfilling emotional

and informational needs (Khan, 2017; Chen et al., 2021). Personalized content and high-quality bullet comments further strengthen satisfaction by improving relevance and social interaction (Kaur et al., 2024).

H2: Information quality has a significant positive effect on user satisfaction.

(3) User Satisfaction and Continuance Intention

Satisfaction is a key driver of continued platform use, as it strengthens users' emotional connection and engagement (Venkatesh et al., 2012). On Bilibili, satisfied Generation Z users exhibit higher daily activity and loyalty, particularly in Guangdong, where regional content enhances emotional bonds (Chen et al., 2023). Cross-platform studies confirm satisfaction's significant role in sustaining user retention (Alalwan et al., 2023).

H3: User satisfaction has a significant positive effect on continuance intention.

(4) User Satisfaction, Information Quality, and Continuance Intention

Satisfaction mediates the relationship between information quality and continuance intention, as high-quality content fosters emotional engagement, indirectly enhancing loyalty (DeLone & McLean, 2003). On Bilibili, quality content, such as localized Cantonese videos, increases satisfaction, which in turn drives continued use among Generation Z (Xu & Li, 2022; Chen et al., 2023). Personalized content and bullet comments further amplify this mediating effect by enhancing satisfaction (Zhang et al., 2023). Therefore, user satisfaction is expected to mediate the relationship between information quality and continuance intention.

H4: User satisfaction significantly mediates the relationship between information quality and continuance intention.

**3. Research Framework**

Grounded in the theoretical integration, Figure 1 presents the research framework. It models User Satisfaction as the mediator between the independent variable (Information Quality) and the dependent variable (Continuance Intention), specifying a direct effect (H1) and an indirect effect (H2, H3, H4).

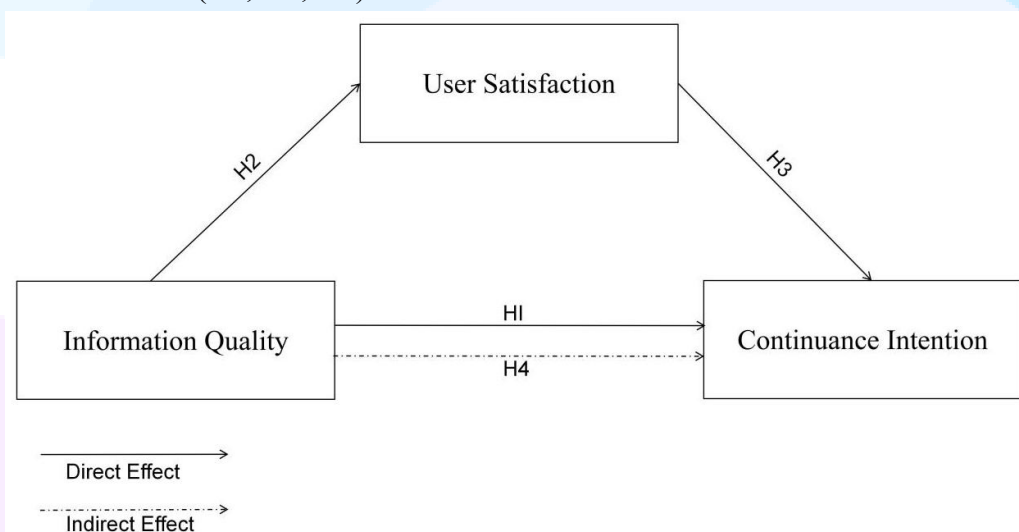


Figure 1 Research Framework



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## Research Methodology

### 1. Research Methodology

This study employs a quantitative research approach to validate relationships among variables, leveraging the objectivity and generalizability of quantitative methods for robust statistical analysis (Creswell & Creswell, 2018).

### 2. Research Steps

Data were collected through a questionnaire, with relationships among variables tested using structural equation modeling (SEM) to ensure rigorous examination of causal pathways.

### 3. Data Collection

The study targets Generation Z Bilibili users (born 1995–2009) in Guangdong, China, from September to December 2025. Using Cochran's (1977) sample size formula, a multi-stage convenience sampling method selected 520 participants, yielding 510 valid responses (54.12% female, 74.31% aged 18–24, 71.57% urban). While practical, this sampling approach limits generalizability, as findings primarily reflect the tendencies of an urban, highly engaged user segment rather than the broader Guangdong Generation Z population.

The questionnaire comprised three scales: Information Quality (20 items), User Satisfaction (4 items), and Continuance Intention (4 items), all using a 1–5 Likert scale, with content validity confirmed by three experts. The data collection process adhered to ethical standards, safeguarding participant rights and privacy through informed consent and anonymized data encryption.

### 4. Data Analysis

Descriptive statistics were used to examine sample distribution and variable profiles. Confirmatory factor analysis (CFA) assessed the measurement model's fit, convergent validity, and discriminant validity, followed by SEM to test hypothesized relationships. All scales showed strong reliability (Cronbach's  $\alpha \geq 0.886$ , composite reliability  $\geq 0.886$ , AVE  $\geq 0.583$ ) and validity ( $\chi^2/df < 3$ , CFI  $> 0.99$ , RMSEA  $< 0.08$ , square roots of AVE  $>$  inter-construct correlations), meeting Fornell and Larcker's (1981) criteria.

## Research Results

### 1. Variable Descriptive Analysis

The overall mean for information quality was 3.811 (SD = 0.772), user satisfaction was 3.780 (SD = 1.024), and continuance intention was 3.827 (SD = 1.055). The absolute values of skewness and kurtosis for all variables were less than 1, indicating a near-normal distribution suitable for SEM analysis (Table 1).

Table 1: Descriptive Statistics of Variables

Variable	Mean	SD	Skewness	Kurtosis
Information Quality	3.811	0.772	-0.123	-0.456
User Satisfaction	3.780	1.024	-0.234	-0.567
Continuance Intention	3.827	1.055	-0.345	-0.678

## 2. Convergent Validity Analysis

As shown in Table 2, all measurement items had standardized factor loadings above 0.70 (minimum 0.742), AVE values ranged from 0.634 to 0.672, CR values from 0.886 to 0.930, and Cronbach's  $\alpha \geq 0.890$ . Conclusion: All measurement models demonstrated strong convergent validity.

Table 2: Convergent Validity Results

Variable	Factor Loadings Range	A		C		Cronbach's $\alpha$
		VE	R	R	R	
Information Quality	.742–.852	.634	.930	.930	.930	.930
User Satisfaction	.802–.834	.659	.886	.886	.886	.886
Continuance Intention	.750–.864	.672	.891	.891	.890	.890

## 3. Structural Model Path Coefficients and Hypothesis Testing

The structural model demonstrated satisfactory fit ( $\chi^2/df = 2.341$ , CFI = 0.991, RMSEA = 0.052) and explanatory power, with  $R^2$  values of 0.526 for User Satisfaction and 0.592 for Continuance Intention. As detailed in Table 3, all direct hypotheses were supported: Information Quality showed significant positive effects on both Continuance Intention ( $\beta = 0.694$ ,  $p < 0.001$ , H1) and User Satisfaction ( $\beta = 0.725$ ,  $p < 0.001$ , H2), while User Satisfaction also significantly influenced Continuance Intention ( $\beta = 0.253$ ,  $p < 0.001$ , H3).

Table 3: Structural Model Path Coefficients and Hypothesis Testing Results

Path	$\beta$	SE	C.R	p	H	Result
Information Quality $\rightarrow$ Continuance Intention (H1)	.694	.082	11.771	< .001	H1	Supported
Information Quality $\rightarrow$ User Satisfaction (H2)	.725	.082	12.299	< .001	H2	Supported
User Satisfaction $\rightarrow$ Continuance Intention (H3)	.253	.065	3.885	< .001	H3	Supported

## 4. Mediating Effect

The bias-corrected bootstrap method (5,000 samples) was used to test the mediating effect of user satisfaction (Table 4). The total effect of information quality on continuance

intention was 0.569 ( $p < 0.001$ ); the direct effect was 0.384 ( $p < 0.001$ ); the indirect effect was 0.185, with a 95% confidence interval of [0.115, 0.262], excluding 0, indicating that user satisfaction significantly mediates the relationship between information quality and continuance intention, accounting for 32.51% of the total effect. Thus, H4 is supported, confirming partial mediation.

Table 4: Bootstrap Results for the Mediating Effect of User Satisfaction

Effect Type	Effect Estimate	Standard Error	95% Bias-Corrected CI	Proportion of Total Effect (%)
Total Effect	.569	.036	[.498, .640]	100.00
Direct Effect	.384	.043	[.299, .469]	67.49
Indirect Effect (via User Satisfaction)	.185	.037	[.115, .262]	32.51

## Discussion

This study investigates the impact of information quality on video platform users' continuance intention. The results confirm that information quality significantly and positively affects continuance intention (H1 supported); information quality significantly and positively affects user satisfaction (H2 supported); user satisfaction significantly and positively affects continuance intention (H3 supported); and user satisfaction partially mediates the relationship between information quality and continuance intention (H4 supported).

### 1.Direct Pathways: Theoretical Foundation (H1–H3)

Path analysis confirms that information quality has a significant positive direct effect on user satisfaction and continuance intention. This finding strongly supports the core assumptions of DeLone and McLean's (2003) IS Success Model. Despite the evolving nature of platform formats, the accuracy, timeliness, completeness, and relevance of content remain unshakable foundations for sustaining user loyalty (Khan, 2017). In an era of information overload, the ability to filter and present high-quality content constitutes Bilibili's core competitive advantage. Al-Rahmi et al. (2025), based on a survey of Malaysian academic users, found that information quality not only directly drives continuance but also indirectly strengthens behavioral intention by enhancing user satisfaction, emphasizing the critical role of high-quality content in social media platforms. Chen et al. (2024), in analyzing video streaming services, found that perceived quality significantly and positively affects continuance intention, particularly in sports event livestreaming, where timeliness and completeness are core drivers, resonating with Bilibili's dynamic content ecosystem. In Guangdong's regional context, localized and Cantonese-language content strengthens emotional bonds and explains higher satisfaction levels among users.



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### **Mediating Effect: Emotional Pathway (H4)**

The mediation analysis confirms that user satisfaction serves as a significant partial mediator between information quality and continuance intention. This mechanism is fully consistent with Bhattacharjee's (2001) ECM logic of "cognition → emotion → intention," in which information quality functions as a cognitive input that shapes behavioral intention both directly and indirectly through emotional satisfaction. Fu et al. (2024), using the Kano model, similarly demonstrated that satisfaction strengthens continuance intention, especially when information quality reflects "one-dimensional" attributes. The mediation proportion observed in this study (32.51%) aligns closely with the 32.6% effect reported by Maharani and Giantari (2024) in platform reuse research, and echoes broader evidence that satisfaction operates as a core emotional mechanism sustaining continued digital engagement, as highlighted by Seridaran et al. (2024).

### **Recommendations**

#### **1.Strategic Recommendations**

The study confirms that information quality is a rational cornerstone of user continuance, directly and positively influencing behavioral intention (DeLone & McLean, 2003). Based on the findings, three levels of recommendations are proposed:

For Platform Operators, Prioritize content accuracy, depth, originality, and relevance to build a content ecosystem that balances "quality and warmth." Wang et al. (2025) noted that transparent recommendation systems significantly enhance users' perception of information quality, thereby increasing trust and continuance intention.

For Content Creators, Balance informational and emotional value. While ensuring professionalism and accuracy, creators should cultivate personal brand charisma through narrative techniques (e.g., storytelling) and genuine interaction (e.g., responding to comments) to build emotional connections with fans (Jenkins et al., 2016). For Policy Support, Guangdong authorities could promote a "digital literacy + localized content" initiative to enhance Generation Z's regional identification with Bilibili. These initiatives align with Guangdong's digital innovation strategy and can enhance localized digital literacy among young users.

#### **2.Theoretical Contributions**

This study confirms that satisfaction partially mediates the relationship between content quality and continuance intention, enriching the application of the Expectation-Confirmation Model in interactive video platforms. It is the first to focus on Guangdong's Generation Z, providing region-specific empirical evidence and further validating the mediating role of satisfaction in the context of new media interactive video environments.

These findings not only extend ECM by quantifying the mediation pathway in a regional youth cohort but also offer managers a dual-focused strategy: optimizing content quality while systematically cultivating satisfaction to sustain long-term engagement.



### 3. Research Limitations and Future Directions

This study relied solely on quantitative methods, limiting in-depth exploration of usage motivations. The sample was restricted to students from five institutions in Guangdong, limiting generalizability. Additionally, other influencing factors (e.g., social capital) were not considered.

Future research could adopt mixed methods (e.g., qualitative interviews), expand the sample to multiple regions for comparison, and incorporate moderating variables (e.g., social media involvement).

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