



**A STUDY OF THE EFFECT OF INFORMATION QUALITY IN  
CONTENT-BASED VIRTUAL COMMUNITY ON UNIVERSITY  
STUDENTS' CONTINUANCE USAGE INTENTION: A CASE  
STUDY OF TIK TOK**

**YE YUXUAN  
6717195425**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION  
GRADUATE SCHOOL OF BUSINESS  
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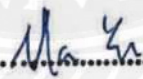
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This Independent Study Has Been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration

Advisor.....  
(Dr. MA YU)

Date: .....15...../.....1...../.....2026.....

.....  
(Associate Professor Dr. Jomphonng Mongkhonvanit)  
Dean, Graduate School of Business

Date.....26...../.....14...../.....69.....

**Title:** A STUDY OF THE EFFECT OF INFORMATION QUALITY IN CONTENT-BASED VIRTUAL COMMUNITY ON UNIVERSITY STUDENTS' CONTINUANCE USAGE INTENTION: A CASE STUDY OF TIK TOK

**Researcher:** YE YUXUAN

**Degree:** Master of Business Administration

**Major:** International Business Management

**Advisor:**

Ma Yu

(Dr. MA YU)

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## ABSTRACT

Content-based virtual communities such as TikTok have become core venues for information acquisition and social interaction among college students, yet the mechanisms through which information quality shapes users' intention to continue using these platforms remain underexplored. Building on the Expectation-Confirmation Theory and the information systems continuance model, this study examined how four facets of information quality—information content quality, representational quality, usefulness quality, and carrier quality—affect college students' expectation confirmation, user satisfaction, and continuance usage intention toward TikTok.

A quantitative research was administered to TikTok users enrolled in universities. In total, 565 valid responses were collected via online distribution. Information content, representational quality, and usefulness quality significantly and positively influenced both expectation confirmation and user satisfaction; carrier quality significantly enhanced expectation confirmation but did not significantly increase satisfaction. All four facets directly and positively predicted continuance usage intention. Expectation confirmation positively affected both satisfaction and continuance usage intention, and satisfaction further promoted continuance usage intention. Mediation tests showed that expectation confirmation mediated the effects of all four quality facets on continuance usage intention, whereas satisfaction but not carrier quality, mediated the effects of content, representational, and usefulness quality on continuance usage intention.

**Keywords:** information quality, expectation confirmation, user satisfaction, continuance usage intention

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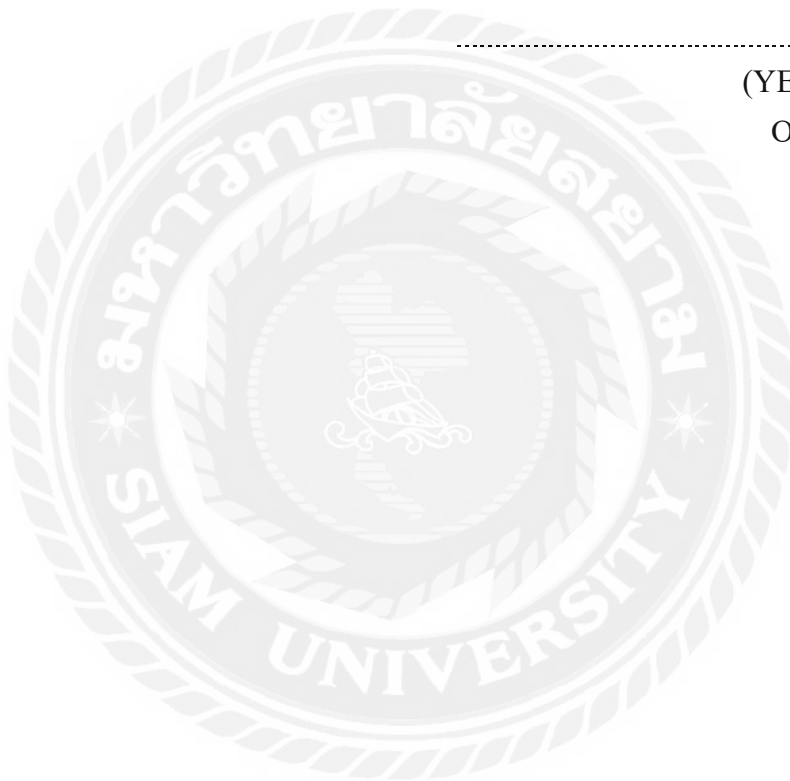
YE YUXUAN

## DECLARATION

I, YE YUXUAN, hereby declare that this Independent Study entitled “A STUDY OF THE EFFECT OF INFORMATION QUALITY IN CONTENT-BASED VIRTUAL COMMUNITY ON UNIVERSITY STUDENTS' CONTINUANCE USAGE INTENTION: A CASE STUDY OF TIK TOK” is an original work and has never been submitted to any academic institution for a degree.

.....  
(YE YUXUAN)

Oct 27, 2025



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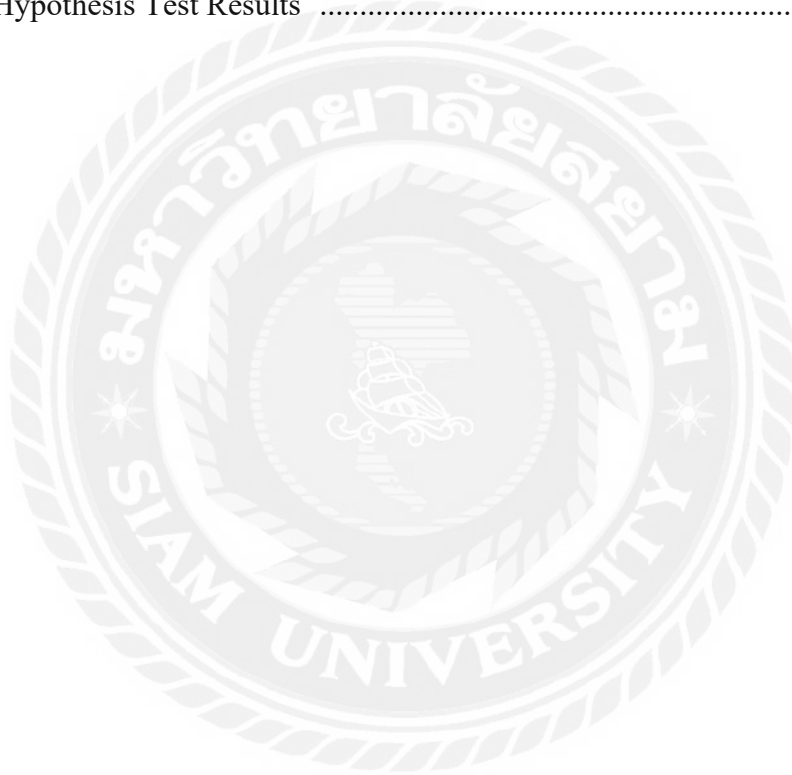
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# Chapter 1 Introduction

## 1.1 Background of the Study

In the digital era, people can exchange information anytime and anywhere, and the channels for obtaining information have become increasingly diversified. The influence of online information on decision-making is growing rapidly. The development of virtual communities, both domestically and internationally, is unprecedented. Platforms such as Facebook, Twitter, TikTok, WeChat, and Kuaishou exemplify this trend. Centered on Internet sharing and interaction, virtual communities are essentially formed through virtual exchanges, with communication and information sharing as their main forms. Businesses often regard virtual communities as effective tools for attracting and retaining consumer attention to specific products and services. Existing studies also confirm that consumer participation in virtual communities brings certain marketing benefits. For example, Kumar (2006) argued that information from community reviews helps consumers deepen their understanding of online platforms, thereby enhancing community stickiness. Similarly, Hennig-Thurau et al. (2004) and Bickart and Schindler (2001) suggested that virtual communities provide opportunities for consumers to communicate, reduce information asymmetry, and enhance brand trust. More recently, research has shown that reviews within virtual communities significantly influence user trust, which in turn affects their willingness to continue using the community (Lu et al., 2020).

Content-based virtual communities differ from other communities in that they place greater emphasis on member interactions and content exchange. In such communities, users are both receivers and creators of information content. Hence, the quality of information plays a critical role in influencing user experience and willingness to engage (Zhu, 2012). Zhu emphasized that since most users in virtual communities interact without direct physical engagement, trust may weaken, leading to challenges in evaluating information quality. Consequently, although information acquisition has become easier, discerning information quality is becoming more difficult. Nevertheless, information quality continues to play a decisive role in enhancing user engagement and even contributes to the long-term development of such communities. Platforms must therefore strengthen mechanisms to ensure content quality, promoting sustainable and healthy user behavior.

TikTok, established in 2016, has experienced rapid growth, with over 1 billion active users globally as of 2022. The platform has launched six major updates, evolving into a new type of large-scale content-based virtual community with vast user flows.

This study took TikTok as a case study, exploring the impact of information quality in content-based virtual communities on university students' willingness to continue usage. The findings have significant implications for community users, platform operators, and business activities associated with virtual communities.

## **1.2 Questions of the Study**

For today's virtual communities, retaining existing users, attracting new ones, and improving users' willingness to use have become pressing issues. Existing studies focus primarily on relationship-oriented and transaction-oriented communities, exploring interpersonal ties and the flow of transactional information, while content-based communities have received comparatively less attention. However, the benefits brought by content-based communities are substantial, and there is growing interest in this type of community. Users' activeness is one of the decisive factors that attract others to a community, and higher information exchange efficiency together with higher user activeness are important indicators of a healthy community. Therefore, a community's ability to sustain users over time has become a key factor determining its success.

Driven by the digital era, content-based virtual communities have become a major form in marketing models. Because users interact frequently and product information spreads rapidly, these communities are favored by marketers. At present, TikTok is a representative content-based virtual community. Its operating model integrates content production with marketing, greatly enhancing the platform's commercial value. Yet as commercial value increases rapidly, content value may be undermined. A community that began as a place to "record a better life" can gradually become an aggregation of minor or even misleading information, which may erode user trust. Thus, in periods of rapid expansion, community operators are prone to neglect content governance. Whether users continue to use the community is then the key to its success. If a community is to develop in a sustainable and healthy way, the first issue to address is information quality.

Scholars generally argue that information research must consider both intrinsic attributes and user-oriented judgments. In virtual-community research, there has been a shift toward comprehensive evaluations of obtained information. Prior work on information quality in content-based communities often approached the issue from a single angle, such as a specific information type, source, or dimension, and seldom examined the interrelations and integrity among dimensions. For content-based communities like TikTok, which require systematic exploration, there is still a relative lack of research targeting college students, a group that is active and influential. It is

necessary to study the key factor of information quality during use and to conduct targeted research on this population. Therefore, the following research questions are posed:

1. How does information content quality, representational quality, usefulness quality, carrier quality of TikTok affect college students' expectation confirmation?
2. How does information content quality, representational quality, usefulness quality, carrier quality of TikTok affect college students' user satisfaction?
3. Does information content quality, representational quality, usefulness quality, carrier quality of TikTok directly influence college students' continuance usage intention?
4. What extent do expectation confirmation and user satisfaction influence college students' continuance usage intention?
5. Does expectation confirmation influence college students' user satisfaction with TikTok?
6. Does expectation confirmation mediate the relationship between information content quality, representational quality, usefulness quality, carrier quality and continuance usage intention?
7. Does user satisfaction mediate the relationship between information content quality, representational quality, usefulness quality, carrier quality and continuance usage intention?

### **1.3 Objectives of the Study**

1. To examine how information content quality, representational quality, usefulness quality, and carrier quality of TikTok affect college students' expectation confirmation.
2. To examine how information content quality, representational quality, usefulness quality, and carrier quality of TikTok affect college students' user satisfaction.
3. To examine how information content quality, representational quality, usefulness quality, and carrier quality of TikTok influence college students' continuance usage intention.
4. To examine the extent to which expectation confirmation and user satisfaction predict college students' continuance usage intention.
5. To examine how expectation confirmation influences college students' user satisfaction with TikTok.

6. To examine whether expectation confirmation mediates the relationships between information content quality, representational quality, usefulness quality, and carrier quality and continuance usage intention.

7. To examine whether user satisfaction mediates the relationships between information content quality, representational quality, usefulness quality, and carrier quality and continuance usage intention.

## **1.4 Scope of the Study**

This study examined a content-based virtual community using TikTok as the empirical context and focused on currently enrolled college students, with the individual user as the unit of analysis. Data reflected students' recent or ongoing TikTok use within the survey window and therefore captured cross-sectional perceptions rather than longitudinal behavior. The model centered on information quality perceptions, specifically content quality, representational quality, usefulness quality, and carrier (delivery) quality as independent variables; expectation confirmation and user satisfaction as mediating variables; and continuance usage intention as the outcome. This study employed quantitative research methods. The sample was drawn from universities within accessible regions, so conclusions are most applicable to college students' TikTok usage in content-based virtual community settings.

## **1.5 Significance of the Study**

### **(1) Theoretical significance**

First, research on content-based virtual communities has received relatively limited attention in community studies. By taking this type of community as the research object, this study expands the scope of virtual-community research.

Second, compared with other user groups, university students tend to be more open-minded, independent, trend-seeking, and receptive to new things. Focusing on university students therefore enriches the diversity of research subjects and samples.

Finally, grounded in the D&M model and the ECM-IS model, and considering the characteristics of information in content-based virtual communities, this study introduces expectation confirmation and user satisfaction as mediating variables. It constructs a theoretical model in which information quality serves as the independent variable and satisfaction and expectation confirmation serve as mediators, thereby providing theoretical support for examining their relationships.

## (2) Practical significance

This study targets on-campus university students and uses TikTok as the research context, which enhances the relevance and applicability of the findings.

First, it can help TikTok and similar content-based virtual communities better understand users' information needs, offer practical recommendations for building high-quality communities, improve platform competitiveness, and provide users with efficient, high-quality information exchange and superior content that enhance user experience.

Second, by exploring which aspects of information quality affect users' continuance usage intention, the study deepens understanding of the relationships between information quality and users' continued participation. The results can inform more effective information-quality management strategies, improve users' satisfaction with content, and help platforms create economic and social value, achieving mutual benefits for both platforms and users.

## 1.6 Definition of Key Terms

**Information Quality in a Content-Based Virtual Community:** The extent to which information provided within the community meets users' needs and supports effective understanding and use. In this study it is conceptualized with four dimensions:

**Content Quality:** Objectivity, truthfulness, and richness of the information's substance.

**Representational Quality:** Clarity, conciseness, completeness, and coherence of presentation, including how easy the content is to read and comprehend.

**Usefulness Quality:** The degree to which the information is perceived as helpful, relevant, and effective for solving problems or accomplishing tasks.

**Carrier Quality:** Reliability and stability of information delivery through the platform, including security and timeliness of access.

**User Satisfaction:** A user's overall positive evaluation formed after consuming content in the community, reflecting the degree to which the received information matches the user's expectations and needs. High satisfaction indicates that the information is accurate, complete, clear, useful, and effectively presented.

**Expectation Confirmation:** The cognitive assessment that compares pre-use expectations with post-use experiences of community information. When perceived performance meets or exceeds prior expectations, confirmation is high. Higher confirmation implies higher perceived information quality.

**Continuance usage intention:** A user's stated likelihood or willingness to keep using the community over time. It reflects repeated visits or ongoing usage after initial

adoption. Continuance usage intention strengthens when users experience valuable content, high satisfaction, and strong expectation confirmation.



## Chapter 2 Literature Review

### 2.1 Content-Based Virtual Community

Although the labels used in prior studies vary slightly, the core definition of the virtual community is broadly consistent. As an early pioneer, Rheingold (1993) argued that a virtual community consists of a certain number of people who conduct long-term exploration of a topic online, gradually establishing interpersonal relationships in cyberspace and forming a community with interaction rules. Hagel and Armstrong (1997) viewed the virtual community as a place where individuals with similar needs and interests gather to communicate; such a community can provide users with one-to-one or many-to-many interaction, thereby generating social and commercial value. Chinese scholars similarly emphasize that the virtual community is an online social group formed by Internet users through interactive communication (Zhu, 2014). In such a community, members share similar interests and needs and rely on the platform to sustain ongoing interaction.

Scholars have further proposed typologies based on features such as function, user needs, or participation motives. For example, Hagel and Armstrong (1997) grouped the virtual community by basic user needs into four types: relationship-oriented, interest-oriented, fantasy-oriented, and transaction-oriented. Schubert and Ginsburg (2000), focusing on participation motives, distinguished leisure, research, and commercial types. Based on interaction efficiency, Li (2004) divided the virtual community into synchronous and asynchronous. Building on platform operations and usage purposes, Porter (2004) developed a multi-criteria classification scheme that links operators' goals with users' participation patterns. Chinese studies have also offered localized categorizations (Jiang & Le, 2008; Fan, 2009; Wang et al., 2011).

Driven by firms' continual innovation in business models, the virtual community has evolved into diverse ecosystems with increasingly complex functions. Taking TikTok as an example, today's content flows blend e-commerce, live streaming, and other modules, enabling sustained information interaction and product sharing among users, which, in turn, facilitates transactions. At the same time, content that users "like" serves as the foundation of participation, and users express willingness to share experiences through short videos, images, and text. In sum, the current virtual community can often be grouped into social-interaction, transactional, and content-based types: the first centers on interpersonal interaction; the second on consumer information exchange; and the third on content creation and dissemination. The bulk of

extant research focuses on social-interaction and transactional types, while content-based communities have received relatively less attention (Porter, 2004).

The content-based virtual community can be traced to the interest-based type in Hagel and Armstrong's (1997) framework, where members gather around shared interests or traits and follow, discuss, and share topic-specific content. As platforms have shifted attention from interpersonal ties to users' information needs, some interest communities have effectively become content-based communities. Chinese scholars note that in content-based communities, topics organize information and enable two-way interaction (Li, 2012; Yao & Wang, 2018). On this basis, the virtual community can be divided by information source into user-led (UGC) and merchant-led types. In UGC-dominant communities, users create both "work" and "life" content with platforms mainly providing technical and managerial support; in merchant-led settings, firms build or maintain communities to disseminate product-related information and foster user retention.

Empirical work shows that content innovation in the content-based virtual community provides new opportunities for firms (Yao & Wang, 2018). Studies on TikTok indicate that user interaction revolves around content categories such as skits and topic challenges, making it a user-led, content-based virtual community (Liu, 2019). Research on value co-creation further suggests that TikTok users co-create value by recording and sharing short videos, thereby enriching community content (Bu, 2020).

## **2.2 Information Quality**

Information quality can be understood from two perspectives: the informational dimension and the quality dimension. Because researchers have diverse disciplinary backgrounds, their emphases differ. In general, studies on information quality can be divided into three dimensions: the informational dimension, the quality dimension, and the integrated dimension combining both.

### **(1) Informational Dimension**

From this perspective, research focuses on data and information products. Wang and Strong (1996) argued that data quality is undermined when input data are erroneous. If data transmission is insecure or incomplete, the quality of information will be negatively affected. Similarly, DeLone and McLean (1992) suggested that information produced by a system can be regarded as an "information product," whose quality can be judged by its ability to be expressed and transmitted, and they proposed the well-known Information Systems Success Model.

## (2) Quality Dimension

Research from the quality perspective emphasizes the receiver's experience of information. Zhu (1992) proposed that information quality reflects the degree to which information in a given environment satisfies user needs. Lesca (1995) argued that information usefulness depends on the extent to which users' needs are met, with greater satisfaction implying higher information quality. Huang (1999) emphasized that when users are dissatisfied with the information they receive, information quality is judged as low. Eppler (2003) further highlighted that high-quality information should meet users' diverse needs and support their ability to acquire skills and knowledge.

## (3) Integrated Dimension

This perspective combines both aspects for a more holistic understanding. Gao et al. (2006) defined information quality in terms of users' satisfaction with information content, pointing out that greater satisfaction implies higher quality and stronger willingness to continue using the information. Yuan (2007) emphasized that evaluation should cover intrinsic, contextual, representational, and usefulness dimensions.

In the context of content-based virtual communities, information flows occur simultaneously with user interaction. When users accept, share, or reuse information, information quality becomes a critical determinant. Higher quality encourages users to adopt proactive behaviors, influencing their willingness to continue participating (Hilligoss & Rieh, 2008; McKinney et al., 2002). At the macro level, information quality is understood as multidimensional, encompassing content, representation, and contextual fit (Cao & Wu, 2002; Li, 2013).

Hilligoss and Rieh (2008) highlighted that credibility assessment across contexts reflects perceived quality. Su and Liang (2000) identified dimensions such as security, reliability, timeliness, and conciseness as key evaluation indicators. Lesca (2004) further stressed that information quality should be judged not only by the content itself but also by users' experiences during the process of using information.

From the network perspective, users evaluate the value created by information exchanged online. This value can be understood as information quality (Pickard, 2004). Moreover, consumers tend to judge information quality based on whether specific information matches their expectations (Oliver, 1999). When users perceive that information is accurate, relevant, and timely, they are more likely to trust the community and sustain participation (Gorla et al., 2010).

Although no universally agreed-upon definition exists, scholars generally agree that information quality should be evaluated from multiple perspectives, including intrinsic features, representational format, usefulness, and contextual fit. Based on the

frameworks of Cao and Wu (2002) and Li (2013), this study divides information quality into four dimensions: content quality, representational quality, usefulness quality, and contextual quality.

### **2.3 Continuance Usage Intention**

In information systems research, based on users' usage frequency, intention can be divided into initial usage intention and continuance usage intention. This distinction also applies to content-based virtual communities. The initial intention refers to the user's willingness to participate for the first time. After initial usage, if the user continues to use and periodically returns, the repeated willingness to use is referred to as continuance usage intention. Essentially, initial usage intention marks the beginning, while continuance usage intention ensures long-term sustainability of the community (Bhattacharjee, 2001).

Many studies have elaborated on continuance usage intention. Bhattacharjee (2001) proposed the expectation-confirmation model (ECM), highlighting that users' satisfaction after the first experience with an information system significantly influences their continuance usage intention. Wang (2017) argued that even after users gain experience in a virtual community, continuance usage intention remains a critical indicator of community success. Zhang et al. (2017) also emphasized that continuance usage intention reflects users' long-term willingness to engage with an information system.

Continuance usage intention emerges after the first usage experience. If the actual experience meets or exceeds prior expectations, users form satisfaction, leading to positive attitudes and reinforcing continuance usage intention. Otherwise, dissatisfaction leads to reduced continuance (Oliver, 1980; Churchill & Surprenant, 1982).

#### **(1) Expectation-Confirmation Theory**

Oliver (1980) argued that during consumption, expectations about a product or service shape satisfaction and future purchase behavior. After usage, users evaluate whether performance meets expectations; positive confirmation leads to satisfaction and repeated purchase. Churchill and Surprenant (1982) extended this by constructing the expectation-confirmation model, which posits that satisfaction mediates between expectation confirmation and continuance behavior. This model has since been widely applied in continuance usage studies.

## (2) Technology Acceptance Model (TAM)

Davis (1985) developed the Technology Acceptance Model (TAM) to explain how perceived usefulness and perceived ease of use affect behavioral intentions. In TAM, external variables influence perceived usefulness and ease of use, which in turn shape user attitudes and continuance usage intentions. Perceived usefulness positively affects willingness to continue usage, while ease of use influences satisfaction and indirectly affects continuance. TAM has been extended in various domains to predict user continuance usage intentions (Davis, 1985).

In recent years, continuance usage intention in online communities has attracted growing academic attention. Zhao et al. (2017) showed that information value perception significantly influences continuance usage intention for mobile SNS users. Ling et al. (2016) studied brand-based virtual communities, revealing that feedback and interaction positively influenced members' willingness to remain. Basak and Calisir (2015) found that Facebook users' satisfaction strongly predicts continuance. Lee (2010) extended ECM to e-learning, confirming that attitudes, satisfaction, and perceived usefulness are critical to continuance. Kaur (2016) emphasized that active participation in online service provider-hosted communities fosters stronger continuance usage intention.

## 2.4 Information System Success Model Theory

The Information System Success Model (ISSM; D&M model) was proposed by DeLone and McLean in the early 1990s (DeLone & McLean, 1992). Information quality plays a central role in the model. Six dimensions—system quality, information quality, system use, user satisfaction, individual impact, and organizational impact—work both independently and interactively to influence user satisfaction and experience. These in turn affect the individual who receives and uses the information and ultimately impact the organization.

Since its introduction, the ISSM has been widely applied in empirical research on information systems. Studies have shown that, beyond the accuracy and relevance of information, service quality provided by the information system is also critical in shaping users' attitudes toward information reception and use. On this basis, DeLone and McLean (2003) revised the original model and proposed an updated version. The revised D&M model evaluates IS success through three quality dimensions: information quality, system quality, and service quality. These three jointly and separately influence usage intention and user satisfaction, which in turn affect net benefits. Information quality relates to the accuracy, completeness, and timeliness of

content. System quality refers to technical performance. Service quality concerns the overall support delivered by the site or provider.

The ISSM has also been widely applied to research on virtual communities. For example, Dong and Xie (2014) used the model in the context of mobile news media, arguing that content quality is a key factor in audience evaluation during information dissemination. Zhao (2016) extended the model to relationship-oriented virtual communities such as QQ, incorporating motivational theory and comparing influence pathways across Renren, Weibo, and WeChat. Zhang et al. (2019) applied the model to content-oriented communities similar to Weibo, introducing perceived usefulness as a mediating variable to explore how platform quality influences consumer continuance usage intention. Their results demonstrated practical implications for improving user engagement.

In summary, the ISSM is broadly applicable in the general environment of online information and interaction behaviors. It has been adapted for research on communities such as Weibo and WeChat. In practice, a content-based virtual community can be viewed as a type of information system, where the quality of the community directly influences user experience. Thus, applying the D&M model to research on content-based virtual communities is both theoretically grounded and methodologically appropriate. Along with the expectation-confirmation theory and the technology acceptance model, the D&M framework provides an innovative perspective for examining user behavior in such communities.

## **2.5 Expectation-Confirmation Model of IS Continuance (ECM-IS)**

Building on the foundations of the Expectation-Confirmation Theory (ECT) and the Technology Acceptance Model (TAM), Bhattacharjee (2001) proposed the Expectation-Confirmation Model of IS Continuance (ECM-IS). Since then, this model has been widely adopted by scholars to study behavioral continuance in information systems research.

The ECM-IS model explains that if users continue to actively maintain their willingness to use an information system after their initial experience, this indicates that the system has strong continuance usage potential. According to this model, when users perceive information systems as useful, their expectations are better confirmed, and their level of satisfaction increases. The higher the degree of satisfaction, the stronger the users' continuance usage intention. Satisfaction thus mediates between perceived usefulness, expectation confirmation, and continuance usage.

The ECM-IS model illustrates the relationships among the variables: perceived usefulness, expectation confirmation, satisfaction, and continuance usage intention. Since its introduction, many studies have extended this model to contexts such as e-commerce, online learning, and general IS research. In these applications, the ECM-IS model often works in combination with other theoretical perspectives, which provides further evidence of its scientific validity and applicability in explaining users' continuance usage intentions and behaviors across different domains.

## 2.6 Conceptual Framework

This study was grounded in the D&M model and the ECM-IS model and considered the characteristics of information in content-based virtual communities, treats information content quality, usefulness quality, representational quality, and carrier quality as independent variables; expectation confirmation and user satisfaction as mediating variables; and continuance usage intention as the dependent variable. Based on these constructs, a model of how information quality in a content-based virtual community influences college students' continuance usage intention was developed as shown in Figure 2.1.

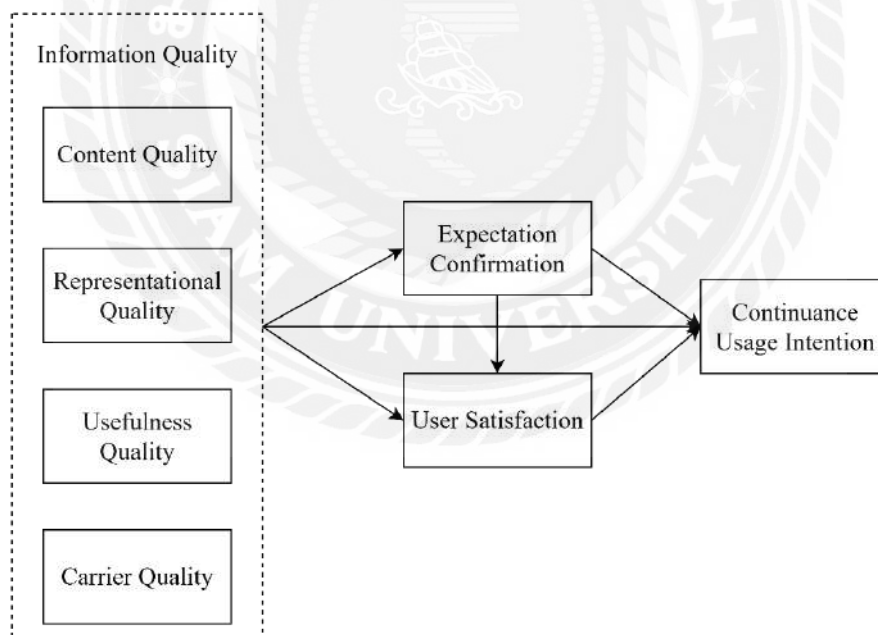


Figure 2.1 Conceptual Framework

## Chapter 3 Research Methodology

### 3.1 Research Design

This study used a quantitative research design. Guided by literature review and mature measurement scales, a questionnaire was designed to measure information quality with four dimensions: content quality, representational quality, usefulness quality, and carrier quality. It also measures the mediating variables of expectation confirmation and user satisfaction and the dependent variable of continuance usage intention, with wording adapted to the TikTok context. The questionnaire employs multi item Likert scales, and data are collected from currently enrolled college students who use TikTok. Data analysis includes descriptive statistics, reliability and validity analysis, and structural modeling to test the hypothesized relationships among constructs.

### 3.2 Questionnaire Design

#### 3.2.1 Measurement of Information Quality

Building on Li (2013) and classic work on data/information quality by Wang and Strong (1996), and considering the characteristics of information in content-based virtual communities, this study operationalizes information quality on TikTok with four dimensions.

Table 3.1 Measurement of Information Quality

| Variable                 | No. | Item                                                            | Source                            |
|--------------------------|-----|-----------------------------------------------------------------|-----------------------------------|
| Content Quality          | CQ1 | The content of information on TikTok is basically truthful.     | Li (2013); Wang and Strong (1996) |
|                          | CQ2 | The sources of information content on TikTok are authoritative. |                                   |
|                          | CQ3 | The information content on TikTok is correct and error-free.    |                                   |
|                          | CQ4 | The information content on TikTok is accurate and reliable.     |                                   |
| Representational Quality | RQ1 | The information on TikTok is presented clearly.                 |                                   |
|                          | RQ2 | The information on TikTok is easy to understand.                |                                   |

|                       |      |                                                                                      |  |
|-----------------------|------|--------------------------------------------------------------------------------------|--|
|                       | RQ3  | The information on TikTok is presented in a comprehensive and detailed way.          |  |
|                       | RQ4  | The information on TikTok is rich in content.                                        |  |
| Usefulness<br>Quality | UQ1  | The information on TikTok is timely and effective.                                   |  |
|                       | UQ2  | The information on TikTok benefits me in multiple ways.                              |  |
|                       | UQ3  | The information on TikTok helps me with daily study/work.                            |  |
|                       | UQ4  | The information on TikTok fits my needs and is suitable for use.                     |  |
| Carrier Quality       | CAQ1 | TikTok makes it easy to browse and operate information content.                      |  |
|                       | CAQ2 | Data are protected during information transmission and interaction on TikTok.        |  |
|                       | CAQ3 | The sources and channels of information content on TikTok are smooth and accessible. |  |
|                       | CAQ4 | The TikTok system is stable and performs well.                                       |  |

### 3.2.2 Measurement of Expectation Confirmation

Table 3.2 Measurement of Expectation Confirmation

| Variable                 | No. | Item                                                                            | Source |
|--------------------------|-----|---------------------------------------------------------------------------------|--------|
| Expectation Confirmation | EC1 | My experience while using TikTok is better than I expected.                     |        |
|                          | EC2 | The benefits I obtain from using TikTok are greater than I expected.            |        |
|                          | EC3 | My expectations for obtaining information during TikTok use are fully realized. |        |
|                          | EC4 | The information services provided by TikTok are better than I expected.         |        |

### 3.2.3 Measurement of User Satisfaction

Table 3.3 Measurement of User Satisfaction

| Variable          | No. | Item                                                            | Source                           |
|-------------------|-----|-----------------------------------------------------------------|----------------------------------|
| User Satisfaction | US1 | I am satisfied with the information content provided by TikTok. | Bhattacharjee (2001); Cha (2006) |
|                   | US2 | TikTok meets my needs for acquiring information.                |                                  |
|                   | US3 | My experience using TikTok is satisfactory.                     |                                  |
|                   | US4 | I am pleased to use TikTok.                                     |                                  |

### 3.2.4 Measurement of Continuance Usage Intention

Table 3.4 Measurement of Continuance Usage Intention

| Variable                    | No. | Item                                                                | Source               |
|-----------------------------|-----|---------------------------------------------------------------------|----------------------|
| Continuance Usage Intention | CI1 | I will continue to obtain information through TikTok.               | Bhattacharjee (2001) |
|                             | CI2 | I intend to continue using TikTok in the future.                    |                      |
|                             | CI3 | I will maintain my current frequency of using TikTok in the future. |                      |
|                             | CI4 | If I could choose again, I would still use TikTok.                  |                      |

## 3.3 Hypothesis

H1a: The information content quality of TikTok positively influences college students' expectation confirmation.

H1b: The information representational quality of TikTok positively influences college students' expectation confirmation.

H1c: The information usefulness quality of TikTok positively influences college students' expectation confirmation.

H1d: The information carrier quality of TikTok positively influences college students' expectation confirmation.

H2a: The information content quality of TikTok positively influences college students' user satisfaction.

H2b: The information representational quality of TikTok positively influences college students' user satisfaction.

H2c: The information usefulness quality of TikTok positively influences college students' user satisfaction.

H2d: The information carrier quality of TikTok positively influences college students' user satisfaction.

H3a: The information content quality of TikTok positively influences college students' continuance usage intention.

H3b: The information representational quality of TikTok positively influences college students' continuance usage intention.

H3c: The information usefulness quality of TikTok positively influences college students' continuance usage intention.

H3d: The information carrier quality of TikTok positively influences college students' continuance usage intention.

H4: Expectation confirmation of TikTok positively influences college students' continuance usage intention.

H5: User satisfaction with TikTok positively influences college students' continuance usage intention.

H6: Expectation confirmation of TikTok positively influences college students' user satisfaction.

H7a: Expectation confirmation mediates the relationship between information content quality and college students' continuance usage intention in the use of TikTok.

H7b: Expectation confirmation mediates the relationship between information representational quality and college students' continuance usage intention in the use of TikTok.

H7c: Expectation confirmation mediates the relationship between information usefulness quality and college students' continuance usage intention in the use of TikTok.

H7d: Expectation confirmation mediates the relationship between information carrier quality and college students' continuance usage intention in the use of TikTok.

H8a: User satisfaction mediates the relationship between information content quality and college students' continuance usage intention in the use of TikTok.

H8b: User satisfaction mediates the relationship between information representational quality and college students' continuance usage intention in the use of TikTok.

H8c: User satisfaction mediates the relationship between information usefulness quality and college students' continuance usage intention in the use of TikTok.

H8d: User satisfaction mediates the relationship between information carrier quality and college students' continuance usage intention in the use of TikTok.

### **3.4 Population and Sample**

The target population comprised currently enrolled college students who use TikTok. A nonprobability approach combining convenience and snowball sampling was adopted to reach active TikTok users across universities. Inclusion criteria required respondents to be full-time university students and current TikTok users.

### **3.5 Data Collection**

A cross-sectional online survey was administered using a self-report questionnaire. The link and QR code were disseminated through common campus social media channels, including WeChat, QQ, and Weibo. Questionnaires with patterned responses, excessive missing data, or failed attention checks were removed before analysis. After screening, a total of 565 valid questionnaires were obtained and used for the empirical study. Participation was voluntary and anonymous, and no personally identifiable information was collected.

### **3.5 Data Analysis**

This study employed a four-step analytical strategy using SPSS and AMOS: (1) reliability and construct validity, (2) descriptive statistics, (3) structural equation modeling (SEM), and (4) mediation testing.

#### **1) Reliability and Construct Validity**

Internal consistency. Cronbach's  $\alpha$  and Composite Reliability (CR) were calculated for each latent construct (target thresholds:  $\alpha \geq .70$ ,  $CR \geq .70$ ). Corrected item-total correlations (CITC) were checked ( $\geq .50$ ) and items were refined only if this improved reliability.

Construct validity via EFA. Exploratory factor analysis first assessed dimensionality. Sampling adequacy was verified with KMO ( $\geq .70$ ) and Bartlett's test ( $p < .001$ ). Factors were extracted (principal axis/components) with orthogonal or oblique rotation; acceptable solutions required cumulative variance explained  $\geq 60\%$ , primary loadings  $\geq .60$ , and cross-loading gaps  $\geq .20$ .

Construct validity via CFA. Confirmatory factor analysis then evaluated convergent and discriminant validity. Convergent validity was supported when

standardized loadings  $\geq .60$  and significant, Average Variance Extracted (AVE)  $\geq .50$ , and CR  $\geq .70$ . Discriminant validity followed the Fornell–Larcker criterion: the square root of each construct’s AVE exceeded its inter-construct correlations, and absolute correlations  $< .85$ . Model fit was judged by CMIN/DF  $< 3$ , CFI/TLI/IFI/NFI  $\geq .90$ , GFI  $\geq .90$ , RMSEA  $\leq .08$ , and SRMR  $\leq .08$ .

## 2) Descriptive Statistics

The demographic and usage characteristics were analyzed with frequencies and percentages, and computed means, standard deviations, skewness, kurtosis, and a correlation matrix for focal variables. Data screening covered missing values, outliers, and normality; robust standard errors or winsorization were applied if needed.

## 3) Structural Equation Model

Structural relationships among constructs were tested with structural equation modeling. Partial least squares structural equation modeling was used to estimate path coefficients and indirect effects. Significance was evaluated with nonparametric bootstrapping.

## 4) Mediation Test

Mediation hypotheses were tested with bias corrected bootstrapped confidence intervals. If the interval did not include zero, the indirect effect was considered significant. The type of mediation was determined by examining the direct and indirect paths together.

# 3.6 Reliability and Validity Analysis of the Scale

Table 3.5 Reliability Analysis

| Construct                | Item code | Corrected item–total correlation | Cronbach’s $\alpha$ if item deleted | Construct Cronbach’s $\alpha$ |
|--------------------------|-----------|----------------------------------|-------------------------------------|-------------------------------|
| Content Quality          | CQ1       | 0.750                            | 0.805                               | 0.861                         |
|                          | CQ2       | 0.691                            | 0.830                               |                               |
|                          | CQ3       | 0.712                            | 0.821                               |                               |
|                          | CQ4       | 0.679                            | 0.835                               |                               |
| Representational Quality | RQ1       | 0.688                            | 0.730                               | 0.809                         |
|                          | RQ2       | 0.578                            | 0.782                               |                               |
|                          | RQ3       | 0.643                            | 0.753                               |                               |
|                          | RQ4       | 0.599                            | 0.773                               |                               |
| Usefulness Quality       | UQ1       | 0.738                            | 0.775                               | 0.843                         |
|                          | UQ2       | 0.647                            | 0.815                               |                               |

|                             |      |       |       |       |
|-----------------------------|------|-------|-------|-------|
|                             | UQ3  | 0.671 | 0.805 |       |
|                             | UQ4  | 0.663 | 0.808 |       |
| Carrier Quality             | CAQ1 | 0.704 | 0.727 | 0.812 |
|                             | CAQ2 | 0.570 | 0.792 |       |
|                             | CAQ3 | 0.633 | 0.763 |       |
|                             | CAQ4 | 0.618 | 0.770 |       |
| Expectation Confirmation    | EC1  | 0.765 | 0.810 | 0.867 |
|                             | EC2  | 0.724 | 0.827 |       |
|                             | EC3  | 0.686 | 0.842 |       |
|                             | EC4  | 0.693 | 0.839 |       |
| User Satisfaction           | US1  | 0.725 | 0.732 | 0.820 |
|                             | US2  | 0.641 | 0.774 |       |
|                             | US3  | 0.622 | 0.782 |       |
|                             | US4  | 0.589 | 0.797 |       |
| Continuance Usage Intention | CI1  | 0.729 | 0.821 | 0.865 |
|                             | CI2  | 0.708 | 0.830 |       |
|                             | CI3  | 0.702 | 0.832 |       |
|                             | CI4  | 0.716 | 0.827 |       |

The results show that Cronbach's alpha values for the four information quality dimensions, user satisfaction, expectation confirmation, and continuance usage intention are all above 0.80, indicating good internal consistency of the scales. The corrected item-total correlations for the seven constructs range from 0.570 to 0.765, which all exceed the common threshold of 0.40, confirming acceptable item homogeneity. In addition, the "Cronbach's  $\alpha$  if item deleted" for each item is lower than the corresponding construct's overall  $\alpha$ , suggesting that removing any item would not improve reliability. Therefore, the questionnaire passes the reliability test and can proceed to subsequent analyses.

Using SPSS, the results show that for the 16 items of the information quality scale the KMO value is 0.832, which is greater than 0.70, and Bartlett's test of sphericity is significant at  $p = 0.000$ . Therefore, factor analysis is appropriate.

Table 3.6 KMO and Bartlett's Test<sup>a</sup> for the Information Quality Scale

|                                                 |                    |          |
|-------------------------------------------------|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy |                    | 0.832    |
| Bartlett's Test of Sphericity                   | Approx. Chi-Square | 3589.745 |
|                                                 | df                 | 120      |
|                                                 | Sig.               | 0.000    |

As shown by the SPSS 26.0 results, the cumulative variance explained is 66.908%, exceeding 60%. Within each of the four dimensions, all items show factor loadings greater than 0.50, which indicates that the information quality questionnaire is reasonably designed and valid.

Table 3.7 Factor Loadings for the Information Quality Scale

| Construct                | Item code | Factor loading | Cumulative variance explained |
|--------------------------|-----------|----------------|-------------------------------|
| Content Quality          | CQ1       | 0.765          | 27.335%                       |
|                          | CQ2       | 0.696          |                               |
|                          | CQ3       | 0.711          |                               |
|                          | CQ4       | 0.672          |                               |
| Representational Quality | RQ1       | 0.711          | 42.007%                       |
|                          | RQ2       | 0.582          |                               |
|                          | RQ3       | 0.654          |                               |
|                          | RQ4       | 0.612          |                               |
| Usefulness Quality       | UQ1       | 0.746          | 55.690%                       |
|                          | UQ2       | 0.650          |                               |
|                          | UQ3       | 0.676          |                               |
|                          | UQ4       | 0.661          |                               |
| Carrier Quality          | CAQ1      | 0.737          | 66.908%                       |
|                          | CAQ2      | 0.568          |                               |
|                          | CAQ3      | 0.641          |                               |
|                          | CAQ4      | 0.624          |                               |

Using SPSS, the results show that for the four items of the expectation confirmation scale the KMO value is 0.823, which is greater than 0.70, and Bartlett's test of sphericity is significant at  $p = 0.000$ . Therefore, factor analysis is appropriate.

Table 3.8 KMO and Bartlett's Test for the Expectation Confirmation Scale

|                                                 |                    |          |
|-------------------------------------------------|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy |                    | 0.823    |
| Bartlett's Test of Sphericity                   | Approx. Chi-Square | 1060.655 |
|                                                 | df                 | 6        |
|                                                 | Sig.               | 0.000    |

Using SPSS 26.0, factor analysis of the expectation confirmation scale shows a cumulative variance explained of 71.437%, exceeding the 60% benchmark. All four items load above 0.50, indicating a reasonable and valid scale design.

Table 3.9 Factor Loadings for the Expectation Confirmation Scale

| Construct                | Item | Factor loading | Cumulative variance explained |
|--------------------------|------|----------------|-------------------------------|
| Expectation Confirmation | EC1  | 0.770          | 71.437%                       |
|                          | EC2  | 0.724          |                               |
|                          | EC3  | 0.678          |                               |
|                          | EC4  | 0.686          |                               |

Using SPSS, the results indicate that for the four items of the user satisfaction scale the KMO value is 0.797, which is greater than 0.70, and Bartlett's test of sphericity is significant at  $p = 0.000$ . Therefore, factor analysis is appropriate.

Table 3.10 KMO and Bartlett's Test for the User Satisfaction Scale

|                                                 |                    |         |
|-------------------------------------------------|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy |                    | 0.797   |
| Bartlett's Test of Sphericity                   | Approx. Chi-Square | 776.716 |
|                                                 | df                 | 6       |
|                                                 | Sig.               | 0.000   |

Using SPSS, factor analysis of the user satisfaction scale yields a cumulative variance explained of 64.994%, which is greater than 60%. All four items have factor loadings above 0.50, showing that the satisfaction scale is reasonable and valid.

Table 3.11 Factor Loadings for the User Satisfaction Scale

| Construct         | Item | Factor loading | Cumulative variance explained |
|-------------------|------|----------------|-------------------------------|
| User Satisfaction | US1  | 0.746          | 64.994%                       |
|                   | US2  | 0.647          |                               |
|                   | US3  | 0.625          |                               |
|                   | US4  | 0.582          |                               |

Using SPSS, the continuance usage intention scale with four items produced a KMO value of 0.828, which is greater than 0.70, and Bartlett's test of sphericity was significant at  $p = 0.000$ . Therefore, factor analysis is appropriate.

Table 3.12 KMO and Bartlett's Test for the Continuance Usage Intention Scale

|                                                 |                    |          |
|-------------------------------------------------|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy |                    | 0.828    |
| Bartlett's Test of Sphericity                   | Approx. Chi-Square | 1028.641 |
|                                                 | df                 | 6        |
|                                                 | Sig.               | 0.000    |

Based on Table 3.13, factor analysis of the continuance usage intention items shows a cumulative variance explained of 71.147%, which exceeds the 60% benchmark.

All four items have factor loadings above 0.50, indicating that the questionnaire design for continuance usage intention is reasonable and valid.

Table 3.13 Factor Loadings for the Continuance Usage Intention Scale

| Construct                   | Item | Factor loading | Cumulative variance explained |
|-----------------------------|------|----------------|-------------------------------|
| Continuance Usage Intention | CI1  | 0.729          | 71.147%                       |
|                             | CI2  | 0.705          |                               |
|                             | CI3  | 0.698          |                               |
|                             | CI4  | 0.714          |                               |



## Chapter 4 Findings and Discussion

### 4.1 Findings

#### 4.1.1 Demographic Characteristics Analysis

Table 4.1 Demographic Characteristics Analysis

| Category                      | Item              | Count (n) | Percent | Cumulative % |
|-------------------------------|-------------------|-----------|---------|--------------|
| Gender                        | Male              | 302       | 53.45%  | 53.45%       |
|                               | Female            | 263       | 46.55%  | 100.00%      |
| Education level               | First year        | 102       | 18.05%  | 18.05%       |
|                               | Second year       | 118       | 20.88%  | 38.93%       |
|                               | Third year        | 105       | 18.58%  | 57.51%       |
|                               | Fourth year       | 122       | 21.59%  | 79.12%       |
|                               | Graduate student  | 118       | 20.88%  | 100.00%      |
| Days using TikTok per week    | < 2 days          | 58        | 10.27%  | 10.27%       |
|                               | 2–4 days          | 101       | 17.88%  | 28.15%       |
|                               | 4–6 days          | 207       | 36.64%  | 64.79%       |
|                               | ≥ 6 days          | 199       | 35.21%  | 100.00%      |
| Average daily time on TikTok  | ≤ 1 hour          | 62        | 10.97%  | 10.97%       |
|                               | 1–3 hours         | 162       | 28.67%  | 39.64%       |
|                               | 3–5 hours         | 257       | 45.49%  | 85.13%       |
|                               | ≥ 5 hours         | 84        | 14.87%  | 100.00%      |
| Time since first using TikTok | ≤ 3 months        | 31        | 5.49%   | 5.49%        |
|                               | 3 months–0.5 year | 54        | 9.56%   | 15.05%       |
|                               | 0.5–1 year        | 179       | 31.68%  | 46.73%       |
|                               | > 1 year          | 301       | 53.27%  | 100.00%      |

First, descriptive statistics were calculated for gender, education level, number of days using TikTok per week, average daily time on TikTok, and length of time since first using TikTok to provide a brief profile of college students' TikTok use as a basis for the subsequent empirical analysis. The results are summarized below.

Gender. Of the respondents, 302 were male, accounting for 53.45%, and 263 were female, accounting for 46.55%. The gender ratio is relatively balanced, indicating good representativeness.

Education level. The sample includes 102 first year students, 118 second year students, 105 third year students, 122 fourth year students, and 118 graduate students, representing 18.05%, 20.88%, 18.58%, 21.59%, and 20.88% respectively. The

distribution across academic years is fairly even, suggesting good coverage of the college student population.

Days using TikTok per week. 58 respondents reported using TikTok fewer than two days per week, which is 10.27%. 101 respondents reported two to four days per week, which is 17.88%. 207 respondents reported four to six days per week, which is 36.64%. 199 respondents reported six days or more per week, which is 35.21%. Overall, most students use TikTok frequently.

Average daily time on TikTok. 62 respondents spend within one hour per day, which is 10.97%. 162 spend one to three hours per day, which is 28.67%. 257 spend three to five hours per day, which is 45.49%. 84 spend more than five hours per day, which is 14.87%. The largest group spends three to five hours per day, indicating relatively long daily usage.

Length of time since first using TikTok. 31 respondents have used TikTok for less than three months, which is 5.49%. 54 have used it for three months to half a year, which is 9.56%. 179 have used it for half a year to one year, which is 31.68%. 301 have used it for more than one year, which is 64.18%. Thus, the vast majority have been using TikTok for at least half a year, and more than half have used it for over one year, which can better reflect their usage experience.

#### 4.1.2 Confirmatory Factor Analysis

Confirmatory factor analysis is an effective method for testing the validity of a survey instrument. It examines the consistency between latent constructs and their observed indicators with the theoretical model. In this section, AMOS 24.0 was used to conduct CFA on the survey data.

##### (1) CFA for the Information Quality Scale

First, the model fit of the information quality measurement model was assessed. Based on the fit results, the researcher then determined whether to proceed with tests of construct validity. The model fit indices are reported in Table 5.11.

Table 4.2 Model Fit Indices for the Information Quality Measurement Model

| Index   | Acceptance rule | Result | Fit decision |
|---------|-----------------|--------|--------------|
| CMIN/DF | < 3             | 1.421  | Accept       |
| CFI     | > 0.90          | 0.988  | Accept       |
| GFI     | > 0.90          | 0.971  | Accept       |
| RMR     | < 0.08          | 0.050  | Accept       |
| RMSEA   | < 0.08          | 0.027  | Accept       |
| NFI     | > 0.90          | 0.962  | Accept       |

From Table 4.2, the information quality model shows  $CMIN/DF = 1.421$ ,  $CFI = 0.988$ ,  $GFI = 0.971$ ,  $RMR = 0.050$ ,  $RMSEA = 0.027$ , and  $NFI = 0.962$ . All indices meet the commonly accepted criteria, indicating good model fit. Therefore, convergent validity can be examined. The corresponding results are presented in Table 4.3.

Table 4.3 Convergent Validity Results for the Information Quality Measurement Model

| Construct                | Item | Estimate | AVE   | CR    | Judgment |
|--------------------------|------|----------|-------|-------|----------|
| Content Quality          | CQ1  | 0.826    | 0.610 | 0.862 | Yes      |
|                          | CQ2  | 0.764    |       |       |          |
|                          | CQ3  | 0.785    |       |       |          |
|                          | CQ4  | 0.747    |       |       |          |
| Representational Quality | RQ1  | 0.809    | 0.518 | 0.810 | Yes      |
|                          | RQ2  | 0.651    |       |       |          |
|                          | RQ3  | 0.737    |       |       |          |
|                          | RQ4  | 0.671    |       |       |          |
| Usefulness Quality       | UQ1  | 0.840    | 0.577 | 0.844 | Yes      |
|                          | UQ2  | 0.709    |       |       |          |
|                          | UQ3  | 0.744    |       |       |          |
|                          | UQ4  | 0.737    |       |       |          |
| Carrier Quality          | CAQ1 | 0.807    | 0.525 | 0.814 | Yes      |
|                          | CAQ2 | 0.644    |       |       |          |
|                          | CAQ3 | 0.722    |       |       |          |
|                          | CAQ4 | 0.715    |       |       |          |

Convergent validity was assessed using three indicators: standardized factor loadings, average variance extracted, and composite reliability. The recommended cutoffs are greater than 0.50 for loadings, greater than 0.50 for AVE, and greater than 0.70 for CR. As shown above, all four dimensions of information quality have standardized loadings above 0.50, indicating strong relationships between observed indicators and their latent constructs, and good indicator representativeness. At the same time, all AVE values exceed 0.50 and all CR values exceed 0.70, demonstrating satisfactory convergent validity of the instrument. Therefore, we proceed to analyze discriminant validity, reported next in Table 4.4.

Table 4.4 Discriminant Validity Analysis for Information Quality

| Construct       | Content Quality | Representational Quality | Usefulness Quality | Carrier Quality |
|-----------------|-----------------|--------------------------|--------------------|-----------------|
| Content Quality | <b>0.610</b>    |                          |                    |                 |

|                          |       |              |              |              |
|--------------------------|-------|--------------|--------------|--------------|
| Representational Quality | 0.206 | <b>0.518</b> |              |              |
| Usefulness Quality       | 0.198 | 0.278        | <b>0.577</b> |              |
| Carrier Quality          | 0.252 | 0.193        | 0.360        | <b>0.525</b> |
| AVE                      | 0.781 | 0.720        | 0.760        | 0.725        |

As shown in Table 4.4, all absolute values of the inter-construct correlations are below 0.50, and the square root of each construct's AVE (the diagonal values) is greater than its correlations with the other constructs in the same row and column. Together with AVE values above 0.50, these results indicate that the latent variables in the model are related but distinct, providing evidence of discriminant validity. Therefore, the information quality measurement model passes the CFA discriminant validity test.

## (2) CFA for the Expectation Confirmation Scale

Table 4.5 Model Fit Indices for the Expectation Confirmation Measurement Model

| Index   | Acceptance rule | Result | Fit decision |
|---------|-----------------|--------|--------------|
| CMIN/DF | < 3             | 2.928  | Accept       |
| CFI     | > 0.90          | 0.996  | Accept       |
| GFI     | > 0.90          | 0.995  | Accept       |
| RMR     | < 0.05          | 0.021  | Accept       |
| RMSEA   | < 0.08          | 0.058  | Accept       |
| NFI     | > 0.90          | 0.994  | Accept       |

From Table 4.5, the expectation confirmation measurement model shows CMIN/DF = 2.928, CFI = 0.996, GFI = 0.995, RMR = 0.021, RMSEA = 0.058, and NFI = 0.994. All indices meet the commonly used thresholds, indicating good overall model fit and supporting the use of the model for convergent validity testing. The results of that test are presented in Table 4.6.

Table 4.6 Convergent Validity Results for the Expectation Confirmation Scale

| Construct                | Item | Estimate | AVE   | CR    | Judgment |
|--------------------------|------|----------|-------|-------|----------|
| Expectation Confirmation | EC1  | 0.852    | 0.621 | 0.867 | Yes      |
|                          | EC2  | 0.799    |       |       |          |
|                          | EC3  | 0.741    |       |       |          |
|                          | EC4  | 0.755    |       |       |          |

All standardized loadings exceed 0.50, indicating strong relationships between the observed items and the latent construct and good indicator representativeness. In addition, AVE = 0.621 > 0.50 and CR = 0.867 > 0.70, demonstrating that the expectation confirmation scale exhibits good convergent validity.

### (3) CFA for the Expectation Confirmation Scale

Table 4.7 Model Fit Indices for the User Satisfaction Measurement Model

| Index   | Acceptance rule | Result | Fit decision |
|---------|-----------------|--------|--------------|
| CMIN/DF | < 3             | 0.521  | Accept       |
| CFI     | > 0.90          | 1.000  | Accept       |
| GFI     | > 0.90          | 0.999  | Accept       |
| RMR     | < 0.05          | 0.009  | Accept       |
| RMSEA   | < 0.08          | 0.000  | Accept       |
| NFI     | > 0.90          | 0.999  | Accept       |

As shown in Table 4.7, the satisfaction measurement model achieves CMIN/DF = 0.521, CFI = 1.000, GFI = 0.999, RMR = 0.009, RMSEA = 0.000, and NFI = 0.999. All indices meet the commonly accepted criteria, indicating excellent overall model fit and supporting the use of the model for convergent validity testing. The corresponding results are presented in Table 4.8.

Table 4.8 Convergent Validity Results for the User Satisfaction Scale

| Construct         | Item | Estimate | AVE   | CR    | Judgment |
|-------------------|------|----------|-------|-------|----------|
| User Satisfaction | US1  | 0.845    | 0.538 | 0.822 | Yes      |
|                   | US2  | 0.719    |       |       |          |
|                   | US3  | 0.698    |       |       |          |
|                   | US4  | 0.659    |       |       |          |

All standardized factor loadings exceed 0.50, indicating strong associations between indicators and the latent construct and good indicator representativeness. In addition, AVE = 0.538 > 0.50 and CR = 0.822 > 0.70, demonstrating that the user satisfaction scale exhibits good convergent validity.

### (4) CFA for the Continuance Usage Intention Scale

Table 4.9 Model Fit Indices for the Continuance Usage Intention Measurement Model

| Index   | Acceptance rule | Result | Fit decision |
|---------|-----------------|--------|--------------|
| CMIN/DF | < 3             | 2.267  | Accept       |
| CFI     | > 0.90          | 0.998  | Accept       |
| GFI     | > 0.90          | 0.996  | Accept       |
| RMR     | < 0.05          | 0.016  | Accept       |
| RMSEA   | < 0.08          | 0.047  | Accept       |
| NFI     | > 0.90          | 0.996  | Accept       |

The continuance usage intention measurement model achieves CMIN/DF = 2.267, CFI = 0.998, GFI = 0.996, RMR = 0.016, RMSEA = 0.047, and NFI = 0.996. All indices

satisfy commonly accepted thresholds, indicating good overall model fit and supporting subsequent tests of convergent validity. The results are reported in Table 4.10.

Table 4.10 Convergent Validity Results for Continuance Usage Intention Scale

| Construct                   | Item | Estimate | AVE   | CR    | Judgment |
|-----------------------------|------|----------|-------|-------|----------|
| Continuance Usage Intention | CI1  | 0.804    | 0.615 | 0.865 | Yes      |
|                             | CI2  | 0.778    |       |       |          |
|                             | CI3  | 0.768    |       |       |          |
|                             | CI4  | 0.787    |       |       |          |

All standardized loadings are greater than 0.50, indicating strong associations between the observed indicators and the latent construct and good indicator representativeness. In addition,  $AVE = 0.615 > 0.50$  and  $CR = 0.865 > 0.70$ , which demonstrates that the continuance usage intention scale has good convergent validity.

## 4.2 Structural Equation Model

Table 4.11 Overall Model Fit

| Index   | Rule of thumb                 | Model value | Fit decision |
|---------|-------------------------------|-------------|--------------|
| CMIN/DF | < 3                           | 1.660       | Yes          |
| RMSEA   | < 0.05 excellent, < 0.08 good | 0.034       | Yes          |
| NFI     | > 0.90                        | 0.923       | Yes          |
| CFI     | > 0.90                        | 0.968       | Yes          |
| IFI     | > 0.90                        | 0.968       | Yes          |
| TLI     | > 0.90                        | 0.964       | Yes          |
| GFI     | > 0.90 excellent, > 0.70 good | 0.932       | Yes          |

The structural model exhibits good fit:  $CMIN/DF = 1.660$ ,  $RMSEA = 0.034$ ,  $NFI = 0.923$ ,  $CFI = 0.968$ ,  $IFI = 0.968$ ,  $TLI = 0.964$ , and  $GFI = 0.932$ . All indices meet commonly used thresholds, indicating satisfactory overall model fit.

After confirming model fit, AMOS was used to estimate the structural paths among the seven latent variables. Of the 15 hypothesized paths, 14 are significant. The only nonsignificant path is User satisfaction  $\leftarrow$  Information carrier quality ( $p > .05$ ).

Table 4.12 Path Estimates for the Structural Model

| Hypot<br>thesis | Path                                                    | Std.<br>estimate | S.E.  | C.R.  | p     | Result      |
|-----------------|---------------------------------------------------------|------------------|-------|-------|-------|-------------|
| H1a             | User Satisfaction $\leftarrow$ Content Quality          | 0.121            | 0.061 | 2.336 | 0.019 | Supported*  |
| H1b             | User Satisfaction $\leftarrow$ Representational Quality | 0.152            | 0.074 | 2.985 | 0.003 | Supported** |

|     |                                                        |       |       |       |        |               |
|-----|--------------------------------------------------------|-------|-------|-------|--------|---------------|
| H1c | User Satisfaction ← Usefulness Quality                 | 0.153 | 0.063 | 3.117 | 0.002  | Supported**   |
| H1d | User Satisfaction ← Carrier Quality                    | 0.040 | 0.070 | 0.143 | 0.887  | Not supported |
| H2a | Expectation Confirmation ← Content Quality             | 0.318 | 0.046 | 6.788 | < .001 | Supported***  |
| H2b | Expectation Confirmation ← Representational Quality    | 0.199 | 0.049 | 4.286 | < .01  | Supported**   |
| H2c | Expectation Confirmation ← Usefulness Quality          | 0.137 | 0.048 | 2.901 | 0.004  | Supported**   |
| H2d | Expectation Confirmation ← Carrier Quality             | 0.363 | 0.073 | 5.355 | < .001 | Supported***  |
| H3a | Continuance Usage Intention ← Content Quality          | 0.145 | 0.048 | 3.074 | 0.002  | Supported**   |
| H3b | Continuance Usage Intention ← Representational Quality | 0.152 | 0.057 | 3.253 | 0.001  | Supported**   |
| H3c | Continuance Usage Intention ← Usefulness Quality       | 0.140 | 0.049 | 3.137 | 0.002  | Supported**   |
| H3d | Continuance Usage Intention ← Carrier Quality          | 0.179 | 0.055 | 3.593 | < .001 | Supported***  |
| H4  | Continuance Usage Intention ← Expectation Confirmation | 0.201 | 0.072 | 2.874 | 0.004  | Supported**   |
| H5  | Continuance Usage Intention ← User Satisfaction        | 0.252 | 0.041 | 5.223 | < .001 | Supported***  |
| H6  | User Satisfaction ← Expectation Confirmation           | 0.173 | 0.057 | 3.643 | < .001 | Supported***  |

Information content, representational, and usefulness quality significantly enhance user satisfaction, while carrier quality does not have a direct effect on satisfaction. All four information quality dimensions significantly raise both expectation confirmation and continuance usage intention. Expectation confirmation significantly increases satisfaction and continuance usage intention, and satisfaction further promotes continuance usage intention.

### 4.3 Mediation Effect Test

This study used the bootstrap procedure in AMOS to test mediation. The decision rules are summarized below, followed by the bootstrap results for each path.

Table 4.13 Decision Rules for Mediation

| Mediation conclusion | Decision rule                                                                                                                                  |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Partial mediation    | Indirect effect significant ( $p < .05$ or 95% CI does not include 0) and direct effect significant ( $p < .05$ or 95% CI does not include 0). |
| Full mediation       | Indirect effect significant ( $p < .05$ or 95% CI does not include 0) and direct effect not significant ( $p > .05$ or 95% CI includes 0).     |
| No mediation         | Indirect effect not significant ( $p > .05$ or 95% CI includes 0).                                                                             |

Table 4.14 Bootstrap Mediation Results

| Path                                                                                       | Effect type | Lower CI | Upper CI | p    |
|--------------------------------------------------------------------------------------------|-------------|----------|----------|------|
| Information content quality →<br>User satisfaction → Continuance<br>usage intention        | Indirect    | 0.004    | 0.068    | .029 |
|                                                                                            | Direct      | 0.038    | 0.256    | .008 |
|                                                                                            | Total       | 0.056    | 0.280    | .025 |
| Information content quality →<br>Expectation confirmation →<br>Continuance usage intention | Indirect    | 0.024    | 0.169    | .001 |
|                                                                                            | Direct      | 0.063    | 0.257    | .007 |
|                                                                                            | Total       | 0.106    | 0.313    | .003 |
| Representational quality → User<br>satisfaction → Continuance usage<br>intention           | Indirect    | 0.015    | 0.082    | .007 |
|                                                                                            | Direct      | 0.032    | 0.266    | .011 |
|                                                                                            | Total       | 0.077    | 0.306    | .001 |
| Representational quality →<br>Expectation confirmation →<br>Continuance usage intention    | Indirect    | 0.013    | 0.084    | .001 |
|                                                                                            | Direct      | 0.036    | 0.266    | .011 |
|                                                                                            | Total       | 0.077    | 0.306    | .001 |
| Usefulness quality → User<br>satisfaction → Continuance usage<br>intention                 | Indirect    | 0.011    | 0.082    | .007 |
|                                                                                            | Direct      | 0.030    | 0.253    | .018 |
|                                                                                            | Total       | 0.070    | 0.294    | .002 |
| Usefulness quality → Expectation<br>confirmation → Continuance<br>usage intention          | Indirect    | 0.007    | 0.062    | .006 |
|                                                                                            | Direct      | 0.030    | 0.253    | .018 |
|                                                                                            | Total       | 0.059    | 0.285    | .005 |
| Carrier quality → User<br>satisfaction → Continuance usage<br>intention                    | Indirect    | -0.039   | 0.031    | .888 |
|                                                                                            | Direct      | 0.056    | 0.302    | .005 |
|                                                                                            | Total       | 0.050    | 0.320    | .005 |
| Carrier quality → Expectation<br>confirmation → Continuance<br>usage intention             | Indirect    | 0.026    | 0.135    | .001 |
|                                                                                            | Direct      | 0.056    | 0.302    | .005 |
|                                                                                            | Total       | 0.143    | 0.360    | .003 |

Across the eight tested routes, only the path Carrier quality → User satisfaction → Continuance usage intention shows no mediation: the indirect effect is not significant ( $p = .888$ ; CI  $[-0.039, 0.031]$  includes 0), while the direct effect remains significant (CI  $[0.056, 0.302]$  excludes 0). All other routes exhibit partial mediation, meaning that user satisfaction and/or expectation confirmation transmit part of the effect of the four information-quality dimensions on college students' continuance usage intention to use TikTok.

#### 4.4 Hypothesis Test Results

All hypotheses about how information quality in content-based virtual communities (TikTok as the context) affects college students' continuance usage intention were tested. The results are summarized below.

Table 4.15 Hypothesis Test Results

| Hypothesis                                                                                                                   | Result        |
|------------------------------------------------------------------------------------------------------------------------------|---------------|
| H1a: The information content quality of TikTok positively influences college students' expectation confirmation.             | Supported     |
| H1b: The information representational quality of TikTok positively influences college students' expectation confirmation.    | Supported     |
| H1c: The information usefulness quality of TikTok positively influences college students' expectation confirmation.          | Supported     |
| H1d: The information carrier quality of TikTok positively influences college students' expectation confirmation.             | Supported     |
| H2a: The information content quality of TikTok positively influences college students' user satisfaction.                    | Supported     |
| H2b: The information representational quality of TikTok positively influences college students' user satisfaction.           | Supported     |
| H2c: The information usefulness quality of TikTok positively influences college students' user satisfaction.                 | Supported     |
| H2d: The information carrier quality of TikTok positively influences college students' user satisfaction.                    | Not supported |
| H3a: The information content quality of TikTok positively influences college students' continuance usage intention.          | Supported     |
| H3b: The information representational quality of TikTok positively influences college students' continuance usage intention. | Supported     |
| H3c: The information usefulness quality of TikTok positively influences college students' continuance usage intention.       | Supported     |

|                                                                                                                                                                              |               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| H3d: The information carrier quality of TikTok positively influences college continuance usage intention.                                                                    | Supported     |
| H4: Expectation confirmation of TikTok positively influences college students' continuance usage intention.                                                                  | Supported     |
| H5: User satisfaction with TikTok positively influences college students' continuance usage intention.                                                                       | Supported     |
| H6: Expectation confirmation of TikTok positively influences college students' user satisfaction.                                                                            | Supported     |
| H7a: Expectation confirmation mediates the relationship between information content quality and college students' continuance usage intention in the use of TikTok.          | Supported     |
| H7b: Expectation confirmation mediates the relationship between information representational quality and college students' continuance usage intention in the use of TikTok. | Supported     |
| H7c: Expectation confirmation mediates the relationship between information usefulness quality and college students' continuance usage intention in the use of TikTok.       | Supported     |
| H7d: Expectation confirmation mediates the relationship between information carrier quality and college students' continuance usage intention in the use of TikTok.          | Supported     |
| H8a: User satisfaction mediates the relationship between information content quality and college students' continuance usage intention in the use of TikTok.                 | Supported     |
| H8b: User satisfaction mediates the relationship between information representational quality and college students' continuance usage intention in the use of TikTok.        | Supported     |
| H8c: User satisfaction mediates the relationship between information usefulness quality and college students' continuance usage intention in the use of TikTok.              | Supported     |
| H8d: User satisfaction mediates the relationship between information carrier quality and college students' continuance usage intention in the use of TikTok.                 | Not supported |

## 4.5 Discussion

Drawing on the information quality of content-based virtual communities as the independent variable and incorporating expectation confirmation and user satisfaction

as mediators, this study builds a theoretical model to explain college students' continuance usage intention. A validated questionnaire was designed and administered, and the resulting data showed good model fit. The hypothesis tests lead to the following conclusions.

#### **4.5.1 Effects of the independent variable on the mediator**

##### **(1) On expectation confirmation.**

All four dimensions of information quality significantly and positively influence expectation confirmation among college students who use content-based virtual communities. The standardized effects, from high to low, are 0.363 for carrier quality, 0.318 for content quality, 0.199 for representational quality, and 0.137 for usefulness quality. In other words, if the information provided is rich, accurate, clearly expressed, and effectively protected by a secure carrier, students' experiences will meet or exceed their prior expectations.

##### **(2) On user satisfaction.**

Structural equation modeling indicates that, within content-based virtual communities, college students' satisfaction is positively affected by information usefulness quality, representational quality, and content quality. The standardized path coefficients are 0.153 for usefulness quality, 0.152 for representational quality, and 0.121 for content quality, which are close in magnitude. This suggests that users value accurate and truthful information, clear and complete presentation, and useful content. By contrast, the path from carrier quality to satisfaction is not significant. Based on interviews, a likely reason is that most platforms can already deliver information securely and stably, so users are generally satisfied with the carrier and gains in satisfaction are not obvious.

#### **4.5.2 Effects of the independent variable on the dependent variable**

First, content quality has a significant positive effect on continuance usage intention, with a standardized coefficient of 0.145 and  $p = 0.002$ . Authentic and rich content increases students' attention to the community and strengthens their willingness to continue using it.

Second, representational quality significantly and positively affects continuance usage intention, with a standardized coefficient of 0.152 and  $p = 0.001$ . Clear and coherent presentation helps users process information smoothly, attracts attention, and promotes continued use.

Third, usefulness quality significantly and positively affects continuance usage intention, with a standardized coefficient of 0.140 and  $p = 0.002$ . When information is

timely and effective for specific purposes, students are more likely to keep using the community.

Fourth, carrier quality significantly and positively affects continuance usage intention, with a standardized coefficient of 0.179 and  $p < 0.001$ . Ensuring security and stability is a prerequisite for further encouraging continued use.

#### **4.5.3 Effects of the mediators on the dependent variable**

Expectation confirmation also has a significant positive impact on continuance usage intention, with a standardized coefficient of 0.206 and  $p < 0.001$ . Moreover, expectation confirmation significantly and positively predicts satisfaction, with a standardized coefficient of 0.208 and  $p = 0.004$ . The higher the degree to which experiences match or exceed expectations, the greater the satisfaction and continuance usage intention.

User satisfaction has a significant positive impact on continuance usage intention, with a standardized coefficient of 0.21 and  $p < 0.001$ . Improving students' satisfaction effectively promotes their willingness to continue using the community.

#### **4.5.4 Mediation effects of expectation confirmation and user satisfaction**

##### **(1) Mediation by expectation confirmation**

Expectation confirmation shows significant partial mediation between each of the four information-quality dimensions and continuance usage intention. The indirect effects are 0.064 for content quality, 0.040 for representational quality, 0.028 for usefulness quality, and 0.073 for carrier quality. Among these, the mediation is strongest on the path carrier quality  $\rightarrow$  expectation confirmation  $\rightarrow$  continuance usage intention. In current content-based virtual communities, a secure and efficient carrier helps users achieve high perceived information security, which raises expectation confirmation. At the same time, communities that meet students' needs for entertainment or knowledge, such as TikTok, can satisfy both hedonic and utilitarian demands, further increasing expectation confirmation and in turn improving continuance usage intention.

##### **(2) Mediation by user satisfaction**

User satisfaction exerts significant partial mediation between information content quality, representational quality, usefulness quality and continuance usage intention. The indirect effects are 0.031, 0.038, and 0.039 respectively, which are similar in size. The mediation between carrier quality and continuance usage intention is not significant. This may be because security and stability are already adequate on most platforms, so the carrier contributes less to improvements in satisfaction that then drive continuance.

## **Chapter 5 Conclusion and Recommendation**

### **5.1 Conclusion**

This study examined how information quality of TikTok shapes college students' expectation confirmation, user satisfaction, and continuance usage intention in a content-based virtual community. The hypothesis tests yield a clear pattern.

First, all four dimensions of information quality significantly improve expectation confirmation. Content quality, representational quality, usefulness quality, and carrier quality each help students feel that their experiences meet or exceed what they anticipated. Second, three information quality dimensions raise user satisfaction, while carrier quality does not. Satisfaction is driven primarily by what the information says, how clearly it is presented, and how useful it is for students' goals. Third, all four dimensions directly increase continuance usage intention, indicating that secure and stable delivery, together with rich, accurate, clear, and helpful information, encourages ongoing use.

Expectation confirmation and user satisfaction both promote continuance usage intention, and expectation confirmation also enhances satisfaction. Mediation analyses further show two pathways. Expectation confirmation mediates the effects of all four information quality dimensions on continuance usage intention, revealing a route from better information to fulfilled expectations to continued use. Satisfaction mediates the effects of content quality, representational quality, and usefulness quality, but not carrier quality, on continuance usage intention. Thus, the carrier contributes to continued use mainly through confirming expectations rather than by raising satisfaction.

Theoretically, the findings integrate information quality with expectation-confirmation and satisfaction mechanisms to explain continuance in content-based virtual communities. Practically, platforms should prioritize improving information content, clarity, and usefulness to raise satisfaction and strengthen both paths to continuance, while also maintaining secure and reliable delivery to reinforce expectation confirmation and direct intentions to stay.

### **5.2 Recommendation**

For TikTok-like content communities, the single most effective way to strengthen college students' continuance usage intention is to lift overall information quality. Platforms should combine automated screening with human review to weed out false, harmful, plagiarized, or sensational content, introduce stricter creator verification, and

invite domain experts to quickly clarify trending issues while rewarding creators who consistently produce accurate, socially beneficial material. At the presentation layer, require clear, complete, and coherent expression with templates, captions, labels, and source prompts; provide creator tooltips and community feedback so posts are easier to understand and search, while moderating clickbait and improper wording—especially in specialized topics. Usefulness hinges on timeliness and relevance, so keep core areas on fixed refresh cadences, improve personalization to route problem-solving content to users' current needs, build domain hubs that deliver focused, actionable information, and curb fatigue by matching sponsored content transparently to user intent. Carrier quality must guarantee secure, stable, fast transmission with strong privacy protection and a clean, intuitive interface that enables quick search, creation, and interaction; at the same time, maintain vigilant monitoring and swift penalties for forged or manipulated media through one-click reporting and proportionate enforcement. Together, these measures raise accuracy, clarity, utility, and delivery quality, thereby reinforcing expectation confirmation and satisfaction and, ultimately, college students' willingness to keep using the community.

### **5.3 Further Study**

This study treated four facets of information quality—content quality, representational quality, usefulness quality, and carrier quality—as predictors, with continuance usage intention as the outcome and expectation confirmation and satisfaction as mediators. Information quality is multidimensional, so future work can extend the model by incorporating additional facets of information quality.

The sample consisted of TikTok-using college students recruited mainly through online questionnaires within the researchers' social networks. Most respondents were undergraduates and postgraduates aged about 22–26. This limits representativeness. Middle-aged users are also important users of TikTok, so future studies should draw more diverse and representative samples.

The present analysis was based on a cross-sectional survey and emphasizes prediction. It cannot fully uncover causal mechanisms. Future research can enrich the model with behavioral variables and adopt longitudinal or experimental designs to provide stronger explanatory power for users' behavior in virtual communities.

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## Appendix

### Dear participant:

This questionnaire investigates how information quality in content-based virtual communities (using TikTok as the example) affects college students' continuance intention. Your answers are for academic research only. Thank you for your cooperation!

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### Part I. Basic Information

1. **Gender**

☐ Male ☐ Female

2. **Education level**

☐ First year ☐ Second year ☐ Third year ☐ Fourth year ☐ Graduate student

3. **Days using TikTok per week**

☐ Fewer than 2 days ☐ 2–4 days ☐ 4–6 days ☐ 6 days or more

4. **Average daily time on TikTok**

☐ Within 1 hour ☐ 1–3 hours ☐ 3–5 hours ☐ 5 hours or more

5. **Time since first using TikTok**

☐ Within 3 months ☐ 3 months–0.5 year ☐ 0.5–1 year ☐ Over 1 year

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### Part II. Main Questionnaire

**Instruction:** Please rate each statement based on your actual experience using TikTok.

Scale: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree.

#### A. Independent Variables — Information Quality

##### 1) Content Quality (CQ)

CQ1 The content of information on TikTok is basically truthful.

CQ2 The sources of information content on TikTok are authoritative.

CQ3 The information content on TikTok is correct and error-free.

CQ4 The information content on TikTok is accurate and reliable.

##### 2) Representational Quality (RQ)

RQ1 The information on TikTok is presented clearly.

RQ2 The information on TikTok is easy to understand.

RQ3 The information on TikTok is presented in a comprehensive and detailed way.

RQ4 The information on TikTok is rich in content.

##### 3) Usefulness Quality (UQ)

UQ1 The information on TikTok is timely and effective.

UQ2 The information on TikTok benefits me in multiple ways.

UQ3 The information on TikTok helps me with daily study/work.

UQ4 The information on TikTok fits my needs and is suitable for use.

#### **4) Carrier Quality (CAQ)**

CAQ1 TikTok makes it easy to browse and operate information content.

CAQ2 Data are protected during information transmission and interaction on TikTok.

CAQ3 The sources and channels of information content on TikTok are smooth and accessible.

CAQ4 The TikTok system is stable and performs well.

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### **B. Mediators**

#### **1) Expectation Confirmation (EC)**

EC1 My experience while using TikTok is better than I expected.

EC2 The benefits I obtain from using TikTok are greater than I expected.

EC3 My expectations for obtaining information during TikTok use are fully realized.

EC4 The information services provided by TikTok are better than I expected.

#### **2) User Satisfaction (US)**

US1 I am satisfied with the information content provided by TikTok.

US2 TikTok meets my needs for acquiring information.

US3 My experience using TikTok is satisfactory.

US4 I am pleased to use TikTok.

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### **C. Dependent Variable**

#### **Continuance Usage Intention (CI)**

CI1 I will continue to obtain information through TikTok.

CI2 I intend to continue using TikTok in the future.

CI3 I will maintain my current frequency of using TikTok in the future.

CI4 If I could choose again, I would still use TikTok.

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**Thank you for completing the questionnaire!**