

**A STUDY OF FACTORS INFLUENCING UNIVERSITY STUDENTS' SATISFACTION
AND CONTINUANCE INTENTION TO USE SOCIAL MEDIA PLATFORMS
IN ZHANJIANG, CHINA**

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Abstract

This study examines the factors influencing university students' satisfaction and continuance intention toward social media platforms in four representative universities in Zhanjiang City, Guangdong Province, China. Drawing on established theories of technology use and satisfaction, the proposed framework includes leisure, information sharing, entertainment, usefulness, pleasure, satisfaction, and continuance intention. Data were collected through a structured questionnaire from students aged 18 and above with at least six months of social media usage experience. We used confirmatory factor analysis and structural equation modeling to assess the measurement model and test the hypothesized relationships. The results show that leisure, information sharing, entertainment, usefulness, and pleasure significantly and positively affect user satisfaction. Satisfaction, in turn, strongly and significantly affects continuance intention. These findings extend existing research on social media use by highlighting the combined role of functional and experiential factors in shaping student satisfaction. The study provides theoretical insights and practical implications for improving social media platform design and supporting sustained student engagement in the Chinese higher education context.

Keywords: Student Satisfaction, Continuance Intention, Higher Education, Social Media Platform

Introduction

Recent advances in Internet infrastructure and the deployment of 5G networks have substantially expanded Internet access across China, including rural areas (Wu & Fitzgerald, 2021). Improvements in living standards and ongoing urbanization have further reinforced smartphones as indispensable tools in everyday life (Yu et al., 2021). According to the 49th Statistical Report on the Development of Internet in China released by the China Internet Network Information Center in February 2022, China had more than one billion Internet users by December 2021, with an Internet penetration rate of 73.0%. Mobile Internet access has become dominant, with mobile Internet users accounting for nearly all Internet users, indicating a strong shift toward mobile-based online behavior (Zhang et al., 2021).

As Internet use has intensified, social media platforms have become central to communication, entertainment, information sharing, and daily consumption activities. Prior research shows that retaining existing users requires far fewer resources than attracting new users, underscoring the strategic importance of continuance intention for platform sustainability (Ray et al., 2012). Despite extensive research on initial technology adoption, fewer studies have focused on post-adoption behavior in social media environments. The expectation confirmation model has been widely applied to explain continuance intention, yet its application in social media settings remains insufficiently developed (Bhattacharjee & Sanford, 2006).

This study focuses on Zhanjiang City in Guangdong Province, a developing coastal city that differs from first-tier cities such as Beijing and Shanghai in terms of economic development and digital maturity. Students in Zhanjiang represent emerging user groups whose social media usage is shaped by rapid digital expansion rather than long-term saturation. Prior research indicates that regional differences in digital access and usage patterns can influence user behavior in China (CNNIC, 2022; Gan & Li, 2018). Therefore, examining this context helps extend understanding of continuance intention beyond major metropolitan areas.

To address this research gap, the present study investigates how leisure, information sharing, entertainment, usefulness, and pleasure influence university students' satisfaction and continuance intention toward social media use. By focusing on university students in Zhanjiang, China, this study extends continuance intention theory and provides practical insights for social media platform design and user retention strategies (Anand et al., 2023).

Literature Review

1. Factors Affecting Satisfaction and Continuance Intention

Leisure refers to freely chosen activities that provide enjoyment rather than obligation (Kelly, 1996). Leisure experiences influence users' motivation and satisfaction,

while perceived boredom can reduce engagement and lead users to avoid digital platforms (Freire, 2017; Iso-Ahola & Weissinger, 1990; Kara et al., 2015). Information sharing supports communication and trust among users and is a key factor in sustaining social media participation (Junaidi et al., 2020).

Entertainment reflects users' emotional and cognitive responses during platform use and has been widely recognized as a driver of attention and continued usage (De Vries et al., 2012; Kim, 2014). Perceived usefulness describes the extent to which users believe a platform enhances efficiency or value and remains a strong predictor of satisfaction and continuance intention (Davis, 1989; Weisberg, 2015). Pleasure, as an intrinsic motivator, increases enjoyment and interest, thereby reinforcing sustained use (Hsieh et al., 2008; Venkatesh & Brown, 2001). Satisfaction represents users' overall evaluation of performance relative to expectations and plays a central role in shaping continuance intention toward social media platforms (Bhattacharjee, 2001; Hansemark & Albinsson, 2004; Hong & Lee, 2016).

2. Research Hypotheses and Relationships Between Variables

2.1. Leisure and Satisfaction

Leisure is generally defined as freely chosen activities undertaken for enjoyment rather than obligation (Kelly, 1996). Contemporary leisure research emphasizes enjoyment, relaxation, and reduced boredom as key outcomes of leisure experiences (Freire, 2017; Kara et al., 2015). Perceived leisure boredom has been shown to reduce motivation and satisfaction, leading individuals to disengage from activities that fail to capture attention (Iso-Ahola & Weissinger, 1990).

In digital contexts, social media platforms increasingly function as leisure spaces that support relaxation, enjoyment, and casual interaction. Recent studies indicate that users engage with social media because it enhances leisure experiences and improves quality of life (Basak & Calisir, 2015; Gan & Li, 2018; Venkatesh et al., 2012). When social media platforms provide meaningful and enjoyable leisure content, users are more likely to evaluate their experiences positively. Therefore, leisure-related usage is expected to enhance satisfaction with social media platforms. Accordingly, this study proposes the following hypothesis:

H1: Leisure has a significant effect on student satisfaction with social media platforms.

2.2. Information Sharing and Satisfaction

Information sharing refers to users' voluntary exchange of knowledge and content to gain value, social connection, and reciprocal benefits (Wasko & Faraj, 2005). In social media environments, information sharing is driven by trust, reciprocity, and perceived benefits rather than direct material rewards (Jarvenpaa & Staples, 2000). Prior studies show

that sharing information enhances communication, mutual understanding, and relationship quality, which contributes to higher user satisfaction (Junaidi et al., 2020).

Recent research indicates that social media users experience greater satisfaction when information sharing generates feedback, recognition, and access to valuable content (Baek et al., 2011; Lee & Ma, 2012; Ma & Mo, 2021). Among university students, features such as liking, reposting, and commenting enable low-risk participation and fulfill information exchange needs, thereby improving satisfaction (Gan & Li, 2018; Kim, 2014). As information sharing increases perceived usefulness and social value, users are more likely to evaluate social media platforms positively. Accordingly, this study proposes the following hypothesis:

H2: Information sharing significantly affects student satisfaction with social media platforms.

2.3. Entertainment and Satisfaction

Entertainment refers to users' psychological enjoyment and emotional responses when interacting with media content or digital services (De Vries et al., 2012). In social media contexts, entertainment is commonly associated with relaxation, curiosity, pleasure, and emotional release (Lin et al., 2014; Moon & Kim, 2001). Prior research indicates that perceived entertainment is not static and becomes clearer as users gain experience, which in turn influences satisfaction and continued use (Park et al., 2009).

Recent studies show that entertainment value is a key reason users engage with social media platforms, as entertaining content attracts attention and enhances positive emotional experiences (De Vries et al., 2012; Lin & Lu, 2011). Social networking sites allow users to browse enjoyable content, interact with others, and temporarily escape daily stress, all of which contribute to higher satisfaction (Hausman & Siekpe, 2009; Sledgianowski & Kulviwat, 2009). When users perceive social media platforms as entertaining, they are more likely to evaluate their experiences positively. Accordingly, this study proposes the following hypothesis:

H3: Entertainment has a significant effect on student satisfaction with social media platforms.

2.4. Usefulness and Satisfaction

Perceived usefulness refers to the extent to which users believe that a technology enhances their performance or provides practical value (Davis, 1989). In technology adoption research, usefulness is consistently identified as a key determinant of user acceptance and satisfaction (Davis et al., 1992). Users are more likely to adopt and continue using a system when they perceive it as beneficial, even if it requires effort to learn (Bhattacharjee, 2001).

Recent studies indicate that the perceived usefulness of social media platforms positively influences usage frequency, satisfaction, and continued engagement (Kang & Lee,

2010; Sago, 2013; Wen, 2018). Social media platforms enable users to access information efficiently, maintain professional and social networks, and support decision-making processes, which strengthens their perceived value (Pontiggia & Virili, 2010). As users gain experience, their perception of usefulness may evolve, further shaping satisfaction with the platform (Harrington, 2018). When social media platforms are perceived as useful, users are more likely to evaluate their experiences positively. Accordingly, this study proposes the following hypothesis:

H4: Usefulness has a significant effect on student satisfaction with social media platforms.

2.5. Pleasure and Satisfaction

Pleasure refers to the intrinsic enjoyment and positive emotions users experience when engaging with a technology, independent of external rewards (Igbaria, 1994). In information systems research, perceived pleasure and hedonism have been shown to play a central role in encouraging continued technology use (Hsieh et al., 2008; Venkatesh & Brown, 2001). Recent studies suggest that pleasurable experiences reduce cognitive stress and lower perceived effort, which enhances users' satisfaction with social media platforms (Al-Azawei, 2018).

Social media platforms provide rich multimedia features and interactive functions that support emotional expression, enjoyment, and relaxation (Nadkarni & Hofmann, 2012; Park et al., 2009). Users often experience immersion, excitement, and emotional fulfillment when browsing content or interacting with others, which strengthens positive evaluations of the platform (Casaló et al., 2017; Krasnova et al., 2017). When social media use generates pleasure, users are more likely to feel satisfied with their overall experience. Accordingly, this study proposes the following hypothesis:

H5: Pleasure has a significant effect on student satisfaction with social media platforms.

2.6. Satisfaction and Continuance Intention

Satisfaction reflects users' overall psychological evaluation formed by comparing prior expectations with actual usage experiences (Oliver, 1980). In information systems research, satisfaction is widely recognized as a key predictor of continuance intention, which refers to a user's intention to continue using a system after initial adoption (Bhattacharjee, 2001). When users perceive that a system consistently meets or exceeds their expectations, they are more likely to maintain long-term usage behavior.

Empirical studies across digital contexts consistently support the satisfaction–continuance relationship. Satisfaction has been shown to positively influence continuance intention in mobile banking, mobile wallets, smart wearables, and mobile shopping applications (Foroughi et al., 2019; Gupta et al., 2020; Park, 2020; Sarkar & Khare, 2019). In

social media environments, satisfied users demonstrate stronger intentions to continue platform use and engage more actively over time (Basak & Calisir, 2015). Prior research further confirms that satisfaction plays a central role in sustaining information system usage (Benlian et al., 2011; Deng et al., 2010). Accordingly, this study proposes the following hypothesis:

H6: Satisfaction has a significant effect on student continuance intention to use social media platforms.

Research Framework

This study aims to examine the factors influencing university students' satisfaction and continuance intention to use social media platforms in four universities in Zhanjiang, Guangdong Province. The conceptual framework is developed by integrating the Technology Acceptance Model proposed by Davis (1989), the Expectation Confirmation Theory introduced by Oliver (1980), and the technology satisfaction model suggested by Islam (2014). These theories collectively explain how perceived benefits and post-use evaluations shape satisfaction and continued usage behavior. Based on this integration, the framework proposes that leisure, information sharing, entertainment, usefulness, and pleasure influence satisfaction, which in turn affects continuance intention. The study focuses on university students aged 18 and above who actively use social media platforms.

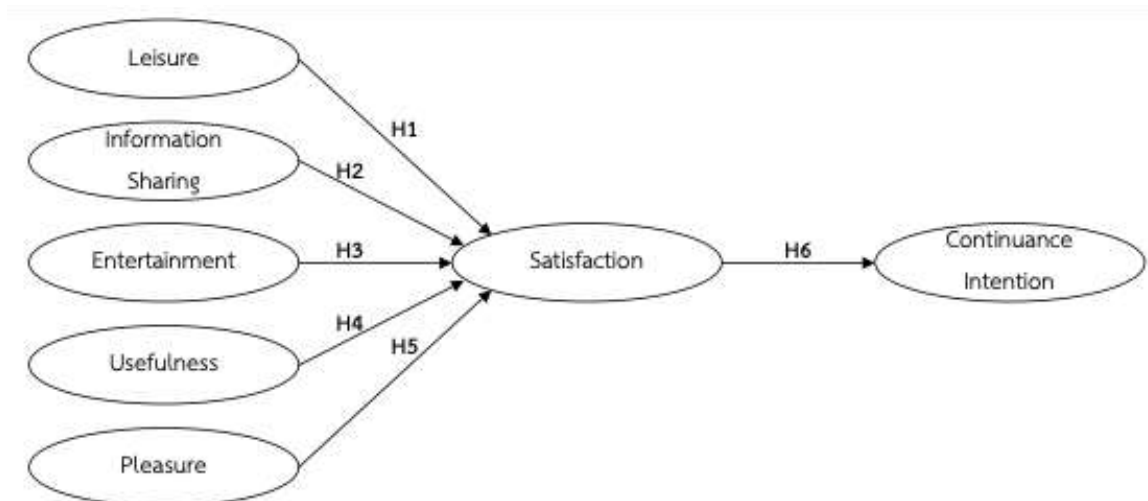


Figure 1 Conceptual Framework

Research Methodology

This study adopted a quantitative research approach using non-probability sampling and an online questionnaire survey. Data were collected from university students aged 18 and above at four universities in Zhanjiang, Guangdong Province: Guangdong Ocean University, Guangdong Medical University, Lingnan Normal University, and Zhanjiang

University of Science and Technology. All respondents had prior experience using social media platforms. The survey aimed to identify key factors influencing user satisfaction and continuance intention.

The questionnaire consisted of three sections. The first section included screening questions. The second section measured study variables using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The final section collected demographic information such as gender, academic level, and frequency of use. A pilot test with 50 respondents was conducted to assess clarity and reliability. Content validity was evaluated using the item-objective congruence method, and reliability was confirmed using Cronbach's alpha (Hartog & Verburg, 2004). Participation was voluntary, responses were anonymous, and informed consent was obtained prior to data collection.

1. Population and Sample Size

The target population comprised undergraduate students from four universities in Zhanjiang, Guangdong Province, China, all of whom had experience using social media platforms. Sample size adequacy was assessed using a structural equation modeling sample size calculator. Based on an expected effect size of 0.20, a statistical power of 0.80, seven latent variables, twenty-four observed variables, and a significance level of 0.05, the minimum required sample size was 145, while 425 responses were recommended for robust analysis. Accordingly, a final sample of 500 respondents was considered sufficient.

2. Sampling techniques

This study employed a non-probability sampling approach. Purposive sampling was first used to define the sampling frame, which consisted of university students from four universities in Zhanjiang, Guangdong Province, who had prior experience using social media platforms. Quota sampling was then applied to allocate the target sample of 500 respondents across the four universities according to their student population proportions, including 158 students from Guangdong Ocean University, 101 from Guangdong Medical University, 113 from Lingnan Normal University, and 128 from Zhanjiang University of Science and Technology. Within each quota, convenience sampling was used to distribute questionnaires both online and offline. Data collection was conducted from June to July 2024, and screening procedures ensured that all respondents met the study criteria.

Results and Discussion

1. Demographic Information

The sample consisted of 500 university students. Female respondents accounted for 261 participants (52.2%), while 239 were male (47.8%). The distribution by academic year was relatively balanced, with 117 first-year students (23.4%), 129 second-year students (25.8%), 134 third-year students (26.8%), and 120 fourth-year students (24.0%). Regarding

usage frequency, most respondents reported using social media frequently, with 278 students (55.6%) using it six to ten times per week and 76 students (15.2%) using it more than eleven times per week. In terms of usage focus, 238 respondents (47.6%) emphasized community and interaction, followed by user interface and experience (202 respondents, 40.4%). Monthly spending was moderate, with 178 students (35.6%) spending between 100 and 200 RMB and 155 students (31.0%) spending between 201 and 300 RMB.

2. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was conducted to assess the reliability and validity of the measurement model. All measurement items loaded significantly on their intended constructs, with standardized factor loadings exceeding 0.30 and all t-values significant at $p < .05$, indicating acceptable item reliability (Hair et al., 2006). Composite reliability values for all constructs were above 0.70, and average variance extracted values exceeded the recommended threshold of 0.50, confirming adequate convergent validity (Fornell & Larcker, 1981).

Discriminant validity was evaluated by comparing the square root of each construct's average variance extracted with its correlations with other constructs. In all cases, the square root values were greater than the corresponding inter-construct correlations, supporting discriminant validity. Model fit was assessed using multiple indices, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA. All indices met recommended criteria, indicating a good overall model fit. These results confirm that the measurement model is reliable and suitable for subsequent structural model analysis.

Table 1 Confirmatory Factor Analysis Results

Variable	Source of Questionnaire	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
Leisure (LS)	Le (2022)	3	0.805	0.706-0.847	0.807	0.584
Information Sharing (IS)	Liu et al. (2019)	5	0.880	0.740-0.806	0.881	0.596
Entertainment (EA)	Liu et al. (2019)	3	0.770	0.658-0.829	0.775	0.537
Usefulness (UF)	Kaba (2021)	3	0.809	0.706-0.861	0.816	0.598
Pleasure (PS)	Kaba (2021)	3	0.848	0.788-0.818	0.849	0.651
Satisfaction (SF)	Kaba (2021)	3	0.837	0.771-0.817	0.837	0.631
Continuance Intention (CI)	Le (2022)	3	0.832	0.778-0.811	0.833	0.624

Note: Composite Reliability (CR); and Average Variance Extracted (AVE)

Table 2 Discriminant Validity

Variable	LS	IS	EA	UF	PS	SF	CI
LS	0.764						
IS	0.226	0.772					
EA	0.291	0.207	0.733				
UF	0.238	0.254	0.301	0.773			
PS	0.301	0.244	0.266	0.238	0.807		
SF	0.405	0.335	0.387	0.366	0.306	0.794	
CI	0.283	0.237	0.329	0.295	0.285	0.523	0.790

Note: The diagonally listed value is the AVE square roots of the variables

Table 3 Goodness of Fit

Fit Index	Recommended Value and Source	CFA Value	SEM Value
CMIN/df	< 5.00 (Awang, 2012)	1.337	2.107
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.955	0.917
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.941	0.898
NFI	≥ 0.80 (Wu & Wang, 2006)	0.946	0.908
CFI	≥ 0.80 (Bentler, 1990)	0.986	0.949
TLI	≥ 0.80 (Sharma et al., 2005)	0.983	0.943
RMSEA	< 0.08 (Pedroso et al., 2016)	0.026	0.047

Note: CMIN/df = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, TLI = Tucker Lewis index, NFI = normalized fit index, CFI = comparative fit index, RMSEA = root mean square error of approximation

3. Structural Equation Model (SEM)

Structural equation modeling was employed to examine the hypothesized relationships among the study variables. Model fit was evaluated using the same indices applied in the confirmatory factor analysis, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA. The results in Table 3 indicated an acceptable fit between the structural model and the data. Specifically, the model achieved CMIN/DF = 2.107, GFI = 0.917, AGFI = 0.898, NFI = 0.908, CFI = 0.949, TLI = 0.943, and RMSEA = 0.047, all of which met recommended thresholds. These findings confirm that the proposed structural model adequately represents the relationships among leisure, information sharing, entertainment, usefulness, pleasure, satisfaction, and continuance intention.

4. Research Hypothesis Testing Result

Structural equation modeling was used to test the proposed hypotheses. The results indicate that all six hypotheses were supported. Satisfaction was identified as the strongest direct predictor of continuance intention to use social media platforms among university students. Leisure, information sharing, entertainment, usefulness, and pleasure all showed significant positive effects on satisfaction. These factors influenced continuance intention indirectly through satisfaction, highlighting the central role of satisfaction in the research model. The standardized path coefficients and t-values for each hypothesis are reported in Table 4 and illustrated in Figure 2.

Table 4 Hypothesis Testing Result

Hypothesis	Standardized Estimate (β)	t-Value	Result
H1: LS $\rightarrow$ SF	0.251	5.191*	Supported
H2: IS $\rightarrow$ SF	0.204	4.132*	Supported
H3: EA $\rightarrow$ SF	0.219	4.659*	Supported
H4: UF $\rightarrow$ SF	0.195	4.356*	Supported
H5: PS $\rightarrow$ SF	0.128	2.825*	Supported
H6: SF $\rightarrow$ CI	0.504	9.052*	Supported

Note: * = $p < 0.05$

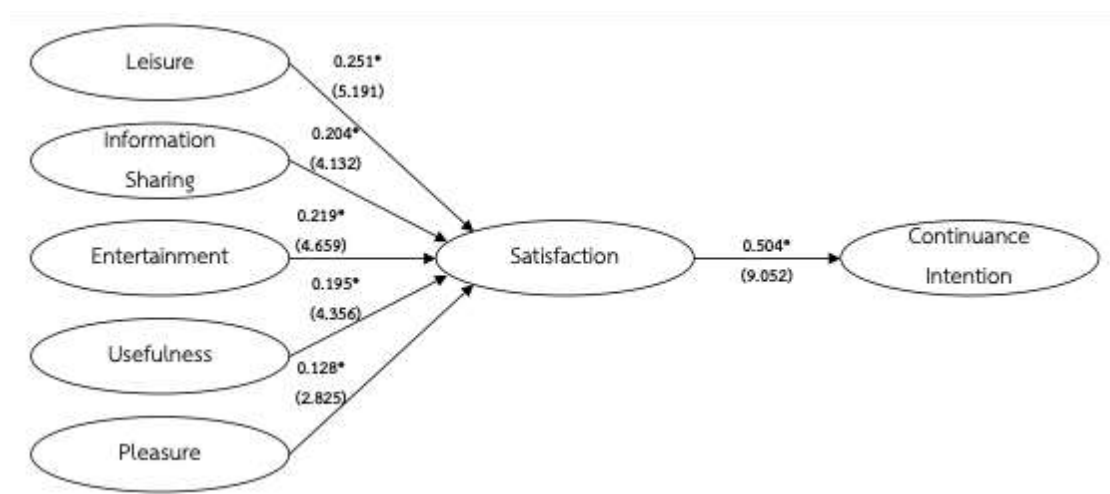


Figure 2 Path Diagram Result

Note: Solid lines represent standardized coefficients ($p < 0.05$), with t-values shown in parentheses.

H1 results show that leisure had a significant positive effect on satisfaction ($\beta = 0.251$, $t = 5.191$). This indicates that social media activities associated with relaxation and

enjoyment increase students' satisfaction levels. H2 demonstrates that information sharing positively influenced satisfaction ($\beta = 0.204$, $t = 4.132$), suggesting that opportunities for exchanging information and interacting with others enhance users' evaluations of social media platforms. H3 confirms that entertainment had a significant positive impact on satisfaction ($\beta = 0.219$, $t = 4.659$), indicating that engaging and enjoyable content contributes to positive user experiences.

H4 shows that usefulness significantly affected satisfaction ($\beta = 0.195$, $t = 4.356$), implying that students value social media platforms that support practical goals such as communication and information access. H5 indicates that pleasure also had a positive effect on satisfaction, although the magnitude was smaller ($\beta = 0.128$, $t = 2.825$). Finally, H6 confirms that satisfaction strongly influenced continuance intention ($\beta = 0.504$, $t = 9.052$), demonstrating that satisfied users are more likely to continue using social media platforms.

Conclusions, Recommendations, Limitations and Future Research

1. Conclusions

This study investigated the factors influencing user satisfaction and continuance intention toward social media platforms among university students from four representative universities in Zhanjiang, Guangdong Province. Guided by the Technology Acceptance Model, Expectation Confirmation Theory, and technology satisfaction research, the study proposed and tested a conceptual framework incorporating leisure, information sharing, entertainment, usefulness, and pleasure as key antecedents of satisfaction and continuance intention (Bhattacharjee, 2001; Davis, 1989; Oliver, 1980). Using survey data collected from students aged 18 and above, confirmatory factor analysis and structural equation modeling confirmed the reliability and validity of the proposed model.

The empirical results show that all five antecedent factors exert significant positive effects on user satisfaction, which in turn strongly predicts continuance intention. Satisfaction emerged as the most influential determinant of continued social media use, supporting prior research that positions satisfaction as a central mechanism in post-adoption behavior (Bhattacharjee, 2001). This finding is consistent with studies emphasizing that satisfied users are more likely to maintain long-term engagement with digital platforms (Benlian et al., 2011; Deng et al., 2010).

Leisure demonstrated a strong positive relationship with satisfaction, reinforcing the view that relaxation and enjoyment are critical motivations for social media use among university students (Basak & Calisir, 2015). Information sharing and entertainment also significantly enhanced satisfaction, aligning with prior findings that social interaction, content engagement, and enjoyable experiences improve users' evaluations of social media platforms (Kang & Lee, 2010; Lin et al., 2014). In addition, perceived usefulness remained a

significant predictor of satisfaction, consistent with technology acceptance research emphasizing functional value in shaping user attitudes (Davis et al., 1992; Park, 2009). Pleasure, although weaker in effect size, was still significant, supporting research that highlights intrinsic enjoyment as an important component of user experience (Hsieh et al., 2008; Krasnova et al., 2017).

Overall, this study contributes to the literature by integrating functional and experiential factors within a unified framework to explain satisfaction and continuance intention in a Chinese university context. The findings extend existing social media research by demonstrating the mediating role of satisfaction and reaffirm the importance of both utilitarian and hedonic motivations in sustained social media use.

2. Recommendations

The findings of this study provide several practical implications for enhancing university students' satisfaction and continuance intention toward social media platforms in Zhanjiang, Guangdong Province.

Given the strong effects of leisure and entertainment on satisfaction, social media platforms should place greater emphasis on offering diverse and engaging content. Providing visually appealing materials, such as short videos, images, and interactive features, can better match students' media consumption habits and support relaxation and enjoyment during use. Presenting content in an accessible and entertaining format can help users experience social media as a leisure activity, thereby strengthening satisfaction and sustained engagement.

The results also highlight the importance of perceived usefulness in shaping user satisfaction and continued use. Platform design should therefore adopt a user-centered approach, with clear navigation, well-organized functional modules, and efficient information retrieval. Features should reflect students' actual needs and usage patterns, allowing them to access relevant information quickly and accurately. In addition, system stability and responsiveness are essential to ensure a smooth user experience and reliable service delivery.

As satisfaction is the most influential predictor of continuance intention, social media platforms should actively foster positive user perceptions. Maintaining transparent communication, promoting platform advantages, and reinforcing a trustworthy brand image can contribute to higher satisfaction levels. Encouraging positive interpersonal and online word-of-mouth may further enhance user trust and loyalty, particularly among university students who represent a key user segment.

At the same time, the entertainment-oriented nature of social media presents potential risks of excessive use. Universities, families, and relevant authorities should therefore support responsible usage by raising awareness of possible negative effects and

encouraging balanced online behavior. Such efforts can help students manage stress effectively while maintaining healthy engagement with social media platforms.

3. Limitations and Future Research

This study has several limitations that should be considered when interpreting the findings. The sample consisted of students aged 18 and above from four universities in Zhanjiang, Guangdong Province. As a result, selection bias may exist due to the use of non-probability sampling and the focus on a specific group of respondents. Differences in social media usage habits, cultural values, and technological environments across regions may limit the generalizability of the results. Therefore, the findings may not be fully generalizable to the broader Chinese population or to all university students across China. Future studies could extend the research to other cities, provinces, or countries to enable cross-regional or cross-cultural comparisons.

The measurement items were mainly adapted from prior studies conducted in Western contexts. Although the questionnaire was reviewed and pilot-tested, differences in language use and cultural interpretation may have influenced respondents' understanding. Future research may refine scale wording to better reflect local contexts or employ mixed methods to enhance measurement accuracy.

In addition, this study adopted a cross-sectional, questionnaire-based design. The data collection period from June to July 2024 may have coincided with examination periods or academic breaks, which could have temporarily influenced students' social media usage behavior. Longitudinal or experimental approaches could be used to examine causal relationships more effectively. Future research may also incorporate additional variables, such as perceived ease of use, technology readiness, e-self-efficacy, or user habits, to further explain satisfaction and continuance intention.

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