Douyin APP User Satisfaction Survey

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Abstract
With the rapid development of digital technology and the improvement of mobile Internet infrastructure, short video platforms have ushered in unprecedented development opportunities. Douyin went live in September 2016, five years after Kuaishou, which launched in 2011. For Douyin, it is even more difficult to catch up with Kuaishou, which already occupies a large market share. However, after the launch of Douyin, it achieved extremely fast overtaking, and its ranking soared in a short period of time, becoming the leader of the short video app. According to the latest statistics, as of 2023, the daily active users of the Douyin platform have exceeded 600 million, of which college students aged 18-24 account for a considerable proportion, becoming one of the core user groups of the platform. This study analyzes the satisfaction of college students' Douyin short videos and puts forward suggestions for improvement to further improve users' satisfaction with Douyin-related services.
Keywords: Douyin, Satisfaction, Student
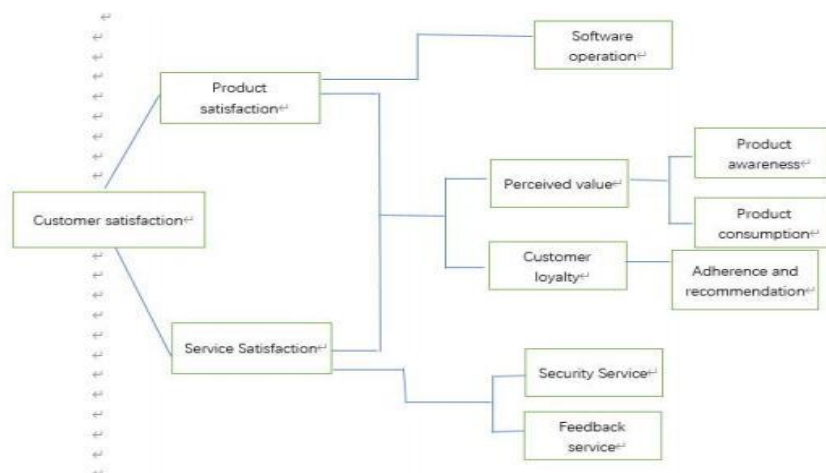
Introduction
In the face of fierce competition in short video applications such as Kuaishou, Watermelon, and Volcano, young people, especially college students, have become the objects of major short video platforms competing for market share. Based on this, this study takes the satisfaction of college students with Douyin as the research question of this study. Based on the relevant satisfaction measurement model and related satisfaction theory, combined with the characteristics of Douyin APP, this study established the measurement model of customer satisfaction, product satisfaction, service satisfaction, perceived value and loyalty of Douyin software, and established an evaluation index system on this basis. Through the quantitative research method of questionnaire survey, this paper conducts an in-depth study on the current situation of college students' use of short videos and the factors affecting their satisfaction, analyzes users' satisfaction with the use of short videos on Douyin by using SPSS19.0 software, and puts forward relevant improvement suggestions and reasonable suggestions to promote the development of short video platforms.

Literature Review
Hui (2025)used factor analysis and analytic hierarchy process to study Douyin satisfaction in the Douyin App user satisfaction research.Chen（2023）research on users' willingness to

continue using mobile short video APPs - taking Douyin APP as an example, based on the use of questionnaires to explore Douyin users' stickiness, and pointed out that five factors such as satisfaction will affect users' perception of Douyin willingness to use. Sun(2023) studied the dissemination effect and satisfaction of short video APPs among college students by means of an online questionnaire survey in "Research on the Communication Effect of Short Video APPs in College Students", and found that the satisfaction is relatively high, but the search function needs to be improved. Li(2021)In "Research on the Use of Short Video for College Students - Taking Douyin as an Example", put five forward suggestions from college students, the government, colleges and universities, Douyin platform, etc. in view of the problems existing in the use of Douyin in colleges and universities.Yang et al.(2025) conducted a questionnaire survey on the use of the Douyin app for college students in Hubei in the current Douyin short video app for college students. The results show that the use of Douyin APP meets the dual needs of college students for "display + performance". Form a community, weak "interaction" relationship, and build a new model of "use satisfaction".

To sum up, at present, with the rapid development of "self-media" in recent years, more and more research literatures have been published by domestic scholars in this field, so there are also a lot of materials that are not new. However, there is very little research on Douyin satisfaction. Therefore, through data retrieval and analysis, this paper understands the basic information of the " Douyin " App and the main influencing factors of the "Douyin" App satisfaction, in order to further study the user satisfaction of Douyin

Methodology

Introduction
This research is to establish the "Douyin" APP satisfaction evaluation model and index system to evaluate the user's satisfaction with the Douyin APP software, so as to obtain the user's satisfaction level of the Douyin APP software.

Research Design
This paper is a research on the user satisfaction of short video users of Douyin APP. The people who use Douyin with a high frequency are concentrated in young and middle-aged people. First, in the questionnaire designed this time, the questionnaire involves 20 questions. The main content of the questionnaire is divided into three parts: The first part is mainly to understand the basic information such as gender, age and occupation of the respondents, so as to facilitate the research of different genders, ages and occupations. The professional

awareness of Douyin APP. The second part is the respondents' satisfaction with the Douyin app, to understand the impact of different factors on user usage. The third part is mainly about the improvements the respondents need to make to the Douyin app to help the Douyin app improve its users.Secondly, distribute the questionnaires on the questionnaire star and collect and organize the data. Then use descriptive statistical analysis method to analyze the respondents, and use SPSS software to make reliability analysis, correlation analysis, one-way variance analysis and other analysis on the data, and draw relevant conclusions about the satisfaction ofDouyin APP.

Population and Sample
This article uses "Questionnaire Stars" to collect questionnaires. A total of 247 questionnaires were successfully distributed online, with a confidence level of 95.45% and a maximum allowable error of 5%. Shorter questionnaires were excluded, and 207 valid questionnaires were obtained according to the sample size calculation formula p=0.15. According to the stratified sampling method, 138 were from 18-30 years old, 32 were from 30-45 years old, 32 were from 45-60 years old, and 5 were from other types.

Instruments
The primary data collection instrument was a structured questionnaire, adapted from validated scales. It assesses student satisfaction, and demographic information.

Validity and Reliability
The questionnaire demonstrated strong reliability (α = 0.915) and validity, with pilot test feedback confirming its robustness.
Data Collection Procedures
The questionnaire was distributed online. Ethical approval was obtained, and responses were monitored for completeness.

Findings and Discussion
1. According to the survey, the number of users using Douyin is very wide.Douyin APP has a wide range of users, but the distribution is uneven, mainly women and young people. In the past six months, the average number of daily new users of Douyin AP is 979,900. However, women and users in the 18-30 age group accounted for more than 60%, and they are the main customers of Douyin. Men, other age groups and other professional groups are less exposed to Douyin.
2. According to a descriptive statistical analysis survey, the proportion of using Douyin APP within half an hour is 58.45%.In addition，Douyin APP users are more inclined to short, relaxed and creative videos Because Douyin APP has the characteristics of short video content and rich content, and the UI design is convenient for users to browse videos quickly. Therefore, most users are more inclined to use fragmented time to watch Douyin, which is the first choice for young people's entertainment. Relaxed and creative videos are the first choice.
3. According to the correlation analysis survey, among the four indicators of product satisfaction, service satisfaction, perceived value, and loyalty, product satisfaction and service satisfaction have the strongest correlation with overall satisfaction, and their values are 0.835 and 0.835 respectively. 0.820. In addition, using descriptive statistical analysis, it is found that the satisfaction in terms of products is high, and the satisfaction

in terms of services is average, especially the user's lack of security and trust in the protection of personal privacy information. Therefore, the product satisfaction of Douyin APP is relatively high and service satisfaction needs to be further improved.

4. The perceived value and loyalty of Doudouyin need to be improved. According to related analysis and investigation, the correlation values of product satisfaction and loyalty, service satisfaction and loyalty are 0.511 and 0.410; the correlation values of product satisfaction and perceived value, and service satisfaction and perceived value are 0.267 and 0.317 respectively; The correlation value between perceived value and loyalty is 0.394. This shows that product satisfaction and service satisfaction have a greater impact on loyalty, but lesser impact on perceived value. And users' loyalty and perceived value of Douyin APP are not high. Then, according to the value of the weight, the Douyin APP needs to be improved in terms of perceived value and loyalty.

5. Users prefer funny and creative videosThis shows that when Douyin users watch video content using Douyin, the viewing types are mainly concentrated in funny, creative and gourmet categories. At the same time, the creativity of Douyin APP is the biggest factor that attracts users to use it.

6. As can be seen from the figure, most respondents think that the system of "TikTok" App is simple and smooth, special effects and timely updates are relatively satisfactory, but the proportion of general is close to that of satisfaction. Meanwhile, it also indicates that "TikTok" App still has great room for improvement in product satisfaction.

7. Regarding the Douyin app's personal video copyright protection mechanism and personal information protection, respondents believe that the service satisfaction rate is average, with a satisfaction rate of about 30%, and very dissatisfied and dissatisfied account for 10% each. This indicates that the overall satisfaction of the respondents with the Douyin app is at an average level, and the Douyin app still has a lot of room for improvement in improving user satisfaction, and needs to strengthen the ability to serve users.

8. The majority of users in the survey believe that the Douyin app can continue to develop the perceived value of learning new skills and increasing fun. Therefore, Douyin should make improvements in terms of content and interface.

9. In this survey, the majority of respondents have a better experience with short video apps than other short video apps, and I will continue to maintain a neutral attitude on issues such as the frequency of use of the Douyin app, which indicates that Douyin app users are not highly loyal.

10. Under the Pearson correlation test, perceived value, product satisfaction, service satisfaction, and loyalty are all significantly positively correlated in pairs. Among them, the most relevant are product satisfaction and service satisfaction, which are 0.588.

11. According to the survey results, the weight of product satisfaction is 0.3512, which indicates that this factor has the greatest impact on user satisfaction, and secondly, users pay attention to the service satisfaction of the software, with a weight of 0.3463. In addition, perceived value also deserves the attention of researchers. Finally, if you want to attract more users, user loyalty is the ultimate goal.

12. According to the satisfaction arithmetic weighting method of the CSI calculation formula, the user satisfaction index of Douyin short video APP CSI=3.180, 3<3. 180<4 to achieve a general satisfaction level.

Conclusion

This paper uses the user satisfaction theory to conduct quantitative research, and based on the existing foreign satisfaction models, a user satisfaction model based on the characteristics of Douyin application software is established, which is helpful to fill the gap in understanding how Douyin satisfaction affects student satisfaction. Through the research on Douyin satisfaction, it is conducive to enhancing users' trust and dependence on Douyin, and laying the foundation for the long-term sustainable development of Douyin.

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