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Impact of Short Video Content and User Experience on Tiktok User Satisfaction in Food Services

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Abstract

The purpose of this paper is to examine the effects of short video content, user experience, and brand image on TikTok users' satisfaction when using food service in Danang. The quantitative research method was mainly used in this study. Data were collected and processed from 268 TikTok users in Danang and SPSS was used to analyze this data. The results show that short video content has the strongest influence on TikTok user satisfaction, followed by user experience and brand image. This result indicates a sign to businesses that investing in short video content is very important to bring satisfaction to customers if businesses want to use this platform to promote their brand. At the same time, this result also contributes to strengthening the foundation theory of satisfaction, and experience in new contexts.

1. Introduction

With the rapid development of science and technology, digital technology not only makes people's lives easier and more convenient but also makes an outstanding contribution to the success of businesses. Today, thanks to technology, businesses have easily found out what customers want and answered their questions quickly. Not only that, digital technology has brought many support tools for businesses to implement advertising programs more effectively than traditional forms of advertising. One of the effective forms of advertising today is through social networks (Facebook, Tiktok), especially influencers. According to data from the General Statistics Office of Vietnam (2020), more than 70% of the country's 95 million people have internet access. Moreover, according to a survey by Nielsen (2015) [35], the purchasing decisions of these influencers greatly influence social network users, so they are also called public opinion leaders (Jin & Phua, 2014) [20]. Similarly, Nguyen *et al*. (2022), the percentage of people who believe in the ads of influencers online is increasing (92%), so influencer marketing is considered the most effective form of promotion. These people have made great use of the Tiktok tool to spread the videos because according to MuteSix (2022) [33], the main attraction of TikTok is that it has built-in editing and recording options that make it easy for content producers to record, edit, and share quickly. In addition, according to Yang & Lee (2022) [57], the shopping process becomes more creative and enhances customer-to-customer (C2C) or business-to-customer (B2C) interaction with the TikTok platform. And now it has become extremely popular in the community with more and more user-generated and posted content. Therefore, businesses are also taking advantage of this trend to promote their products to consumers in a more reliable way. TikTok brings new buying experiences to customers and growth opportunities for content providers (TikTok, 2022) [17].

According to TikTok data, the app recorded more than 3 billion downloads on the Play Store and Appstore and became the most-downloaded non-game app in 2021 (Bach, 2022). It has risen to the 4th position in the list of the most popular applications in Vietnam (Sai Gon Online Entrepreneur, 2021). It is also the application with the highest growth in Vietnam with the percentage of active users increasing from 49% to 62%. The app has 74% daily users, an 8% increase from the previous app. Vietnam has the sixth-highest number of TikTok users in the world, with up to 4 million users under the age of 18 (Saigon Online Entrepreneur, 2021). According to research by Vox, 66% of Tiktok users are younger than 30 years old. If the brand is targeting Millennials and younger GenZ generations, Tik Tok is an ideal choice to make connections with the audience of corporate (AsiaPac, 2020) [4]. Kilgour *et al*. (2015) argue that advertisers need to understand the behavior of users of social platforms to connect, receive, manage and influence content. And he also thinks that the higher the level of understanding, the more effective a business' content marketing initiatives will be. And TikTok has done that and is becoming a new tool to help businesses orient their images and increase brand recognition for brands and products (Bach, 2022).

The role of customer satisfaction in the business has been discussed in the marketing literature. Customer satisfaction is not only a condition for business retention, customer loyalty (Morgan & Strati, 2000) [32], and revenue guarantee (Helgensen, 2000) but also leads to business success (Fornell and Mazavanchery, 2004) because it helps to reduce costs (Shneider, 2000) and avoid negative words of mouths. Lam et al. (2004) [25] proposed that high satisfaction will lead to repurchase intention and customer retention. Numerous studies have demonstrated the influence of brand image, reputation, service quality, involvement, perceived value, and customer experience on customer satisfaction. However, in this study, the research context is a very new platform and the application of technology is widespread, people are interested in the content inside of uploaded videos, so short video content is one of the new factors added to this research model to meet the effectiveness. In addition, brand image and customer experience are two factors that are considered important and affect customer satisfaction. In addition, Keller (2013) [23] integrates that brand image as "the brand associations held in a consumer's memory reflects their perception". Brand image can be through the name of the brand, and the brands that receive the love and trust of customers will have the power in determining how customers feel and interact (Peter, 1985), as reported by Gronroos (1984) [11], company image is seen as a filter affecting the perception of company performance. Therefore, brand image is considered one of the factors affecting the purchasing behavior of customers. Customer experience plays an important role in business success. It involves the interaction between the business and the customer right from the time the business prepares for the launch and maintenance of the product life cycle, from marketing to customer after-sales. Therefore, businesses must create great experiences for customers. Moreover, today, when the products and services of businesses become similar, for customers to judge the difference between businesses, it is mainly based on the difference in the experience that customers receive. It can be the emotions they receive when exposed to attitudes, emotions can also be perceived through advertising campaigns or languages. These will be the key to liking, satisfaction, or positive word of mouth and leading to the success of the business. Therefore, customer experience is one of the important factors leading to customer satisfaction that businesses need to pay attention to. Short video content is increasingly loved and used by users because of the features it brings. Therefore, the marketing of businesses is getting attention because it reaches users on social networking platforms more. The brevity, conciseness, speed, and newness of the videos are also one of the factors that stimulate users to use and interact. This shows that if businesses take advantage of this for their marketing mix activities, they will achieve unexpected success.

2. Literature Review
User Satisfaction
Customer satisfaction is a concept that was born and discovered very early and is considered one of the important structures that businesses care about to achieve success. According to Oliver (1993), customer satisfaction is the result of cognitive, rational processes synthesized during the use of a product or service compared to expectations and sometimes integrated by feel and reactive factors. Similarly,

Fornell et al. (1996) [10] also suggested that it is an overall assessment based on the entire experience of buying and consuming a good or service over time. Jun et al. (2004) [21] also define similarly to Oliver (1993), customer satisfaction as the post-purchase comparison between customer expectations and actual performance, this is considered a common definition when evaluating customer satisfaction - customer psychology. So that most recently, Yaqi et al. (2021) [58] suggested that satisfaction is related to the psychological state created during the use of goods or services by customers, and they also proved that it is a causal structure leading to the intention to use the service again in the future. Customer satisfaction plays an important role in the business activities of enterprises and it is assessed as the goal of each organization (Bagdonienė and Hopenienė, 2005) and the most effective driver of the service organization (Bagdonienė, 2005). And Hopenienė, 2005). It is also considered a predictor of future customer behavior (Hill et al., 2007) [15], such as positive word of mouth (Taghizadeh et al., 2013) [51], sharing experiences (Hague & Hague, 2013), and customer loyalty (Waari, 2018) [53]. And it is a predictor of a company's profitability and market value (Chiu et al., 2011) [7]. However, to do that, businesses need to provide services more convenient (Jih, 2009; Thuy, 2011) [19, 34], quickly and easily (Hsu et al., 2010), which will help improve perceived value, thereby improving service satisfaction and reuse (Thuy, 2011 [34]; Hsu et al., 2010).

Brand Image
Brand image is considered as the core tool for marketing and advertising, it also plays an important role in building long-term brand equity (Aaker, 1996) [1]. Keller (1993) [24] has defined brand image as the customer's memory of the brand perception or the image of the company in the customer's mind (Cretu, 2007). A more specific definition by Tu et al. (2013) [52] of the brand image includes assets and liabilities that are linked to the brand name and also assets and liabilities that can increase or decrease in value when providing products or services to customers. Meanwhile, Davies et al (2003) [8] argue that anything of a business including the company or name can become a trademark.

The fact is that brand image plays an important role in the success of the business. First, in the tourism context, Castro et al. (2007) [6] brand image have an important impact on the decision-making process, future behaviors, and also the selection of criteria to evaluate customer satisfaction and create more loyal customers for the business (Tu et al., 2012). Meanwhile, Porter and Claycomb (1997) determined that a good brand image in the eyes of customers will help businesses increase competition by making them return to buy again. Not only that but it is also related to customer trust, Hsieh et al. (2018) [16] said that when the brand image is low or no brand, it means that customers do not trust the product.

Numerous studies in different fields have demonstrated a positive relationship between brand image and customer satisfaction. According to Waluya et al. (2019) [54] conducted a study in Indonesia, for a group of car buyers, who are very interested in brand image and it has a high relationship with customer satisfaction. Similarly, in the context of travel, numerous studies have demonstrated this positive relationship (Prayag et al., 2012; Lu et al., 2015

[30]). Similarly, in the context of color cosmetics, a satisfaction of consumers is motivated by brand image (Sondoh *et al*., 2007) [48] or in the Indian cafe service context, Pandey *et al*. (2021) [39] also demonstrate that the Starbucks coffee brand has a strong influence on customer satisfaction. Based on the literature review, this research proposes the following hypothesis:

H1: Brand image has a positive effect on TikTok users' satisfaction

Customer Experience

Customer experience is a popular and important concept in academic research. It is understood as the emotional, cognitive, relational, sensory, and behavioral responses of customers to the process of using a product or service (Lemon and Verhoef, 2016) [26]. Sebald and Jacob (2020) [46] and Bolton *et al*. (2014) [5] also defined it similarly but with more regard to psychology as they considered it to be different levels of emotion, reasoning, and intelligence. However, according to Akaka *et al*. (2015) [3], customer experience occurs in service systems consisting of multiple resource providers, on the other hand, Hult *et al*. (2020) and Meyer and Schwager (2007) [31] suggest that the customer's exposure to product packaging, employees, product reputation, and advertising will create experiences for them. That is, every service exchange, regardless of its nature or form, leads to a customer experience (Schmitt *et al*., 2015) [45].

Pei *et al*. (2020) [40] claimed that customer experience is one of the tools contributing to assessing the viability and success of a business, the foundation for building a competitive position of the business (Keiningham, 2020) [22], and is an important management tool influencing customer behavior (Worlu *et al*., 2016) [56], as well as promoting word of mouth, and customer retention (Fernandes & Pinto, 2019) [9].

Many studies have been carried out to evaluate the influence of customer experience on satisfaction and loyalty to businesses. Research by Evwiekpaefe and Chiemeke (2017) and Jaiswal and Singh (2020) [18] shows that customer experience has a significant influence on customer satisfaction. In another study, Lovelock & Wright (2007) [29] and Zaid and Patwayati (2021) [59] showed that customer experience creates attractiveness and positively affects customer satisfaction. Based on the literature review, this research proposes the following hypothesis:

H2: User experience has a positive effect on TikTok users' satisfaction

Short Video Contents

"Short-form video content is any type of video content that's less than 60 seconds though some marketers agree short-form video content can be as long as three minutes (Werner, 2022) [55] and Social Beta (2015) claims that it is "a type of video in seconds, based on mobile smart terminals for fast shooting and beautification editing, which can be shared and seamlessly connected on social media platforms in real-time". Short-form video content is crucial for business ads since it has fast speed and powerful effects that help to stimulate customers' visual and sensory (Zhou Xuanchen *et al*., 2021). According to Yang *et al*. (2019), short-form video content offers good quality, trendy content, and attractive promotional ideas. Therefore, many studies (Yang *et al*., 2019; Huang *et al*., 2022 [17]; and Lin, 2022 [28]) have

demonstrated that short-form video content promotes customer satisfaction. Similarly, video content quality has a positive effect on customer satisfaction (Li *et al*., 2022) [28]. Moreover, the serviceability and enjoyment (Wei Jingqiu *et al*. (2020) and reliability (Lin *et al*., 2022) [28] of short-form video content have created satisfaction for users. Based on the literature review, this research proposes the following hypothesis:

H3: Short video contents has a positive effect on TikTok users' satisfaction

3. Methodology

To carry out data collection for the survey, 3 males and 5 females were selected and trained to conduct data collection work. Only those who have used TikTok in Danang are eligible to participate in the survey. Because these people already have "experience" with TikTok and have brand image awareness and have a certain understanding of short-form video content from TikTok. Furthermore, the survey will be conducted in different locations in Danang as well as for different ages, genders, qualifications, and occupations. With a total of 279 survey participants.

Four constructs were selected including customer satisfaction, brand image, customer experience, and short video content to test the research model. Items are collected from previous studies and reviewed by experts to assess the relevance of semantics and content.

Items to measure brand image are adjusted from the scale of Świtała *et al*. (2018) [50] to suit the research context. Similarly, items measuring customer experience were developed by Srivastava and Kaul (2014) [49], and short video content and customer satisfaction came from research by Huang *et al*., (2022) [17] and Orel and Kara (2014) [38], respectively.

A 5-point scale from "strongly disagree" (1) to "strongly agree" (5) was used to measure all items mentioned in the structure.

Qualitative and quantitative research are both used in this study, first, qualitative research is done by understanding and evaluating previous studies to collect and adjust items to suit the research context. Then, quantitative research is carried out through the collection, evaluation, and analysis of data from survey questionnaires. The data are processed by SPSS 22 software to find out the factors and evaluate their influence in the research context.

4. Results
Description of the Survey Form

The study was conducted with a survey of 279 people who used to use TikTok in Danang. Of these, 268 valid votes were included in the analysis. Demographic statistics of the survey sample are as follows:

Regarding gender, there are 137 female TikTok users (accounting for 51.1%) and 131 male TikTok users (equivalent to 48.9%) participating in this survey. Regarding age, the author conducted a survey with people between the ages of 15 and under 50 years old. The group of TikTok users from 15 to 22 years old is a young age group who loves to learn new things and is open-minded and outgoing, however, are 130 people (48.5%). Next, the age group from 23 to 35 years old has 88 people (accounting for 32.8%), who are financially independent and like challenges. Users from 36 to 50 years old have the highest ability to be financially independent, accounting for 18.7%. Regarding

income, TikTok users said their income level is as follows, the group with income under 5 million accounted for 46.6%, which is also suitable for the group under 22, they are students, with no job yet. Next, the group with income from 5-10 million VND accounts for 34.3%, and the rest is the group with income over 10 million VND.

Scale Test Results

According to Nunnally and Burnstein (1994) [36], only used when evaluating the reliability of the scale: firstly, observed variables with variable correlation coefficient - sum less than 0.3 will be excluded. Second, Cronbach's Alpha coefficient should be 0.7 or more and should be 0.6 or more in case the research concept is new or new in the research context (Peterson, 1994) [41]. After collecting data, cleaning data, and encrypting data, enter data with 20 valid questions into SPSS 22.0 software. Initial Cronbach's Alpha run results show.

After removing some observed variables (UE3 & SVC2), the remaining observed variables all have a total correlation coefficient greater than 0.3 and a Cronbach Alpha coefficient = 0.865 greater than 0.6, which should be accepted (Nunnally and Burnstein, 1994) [36]. Therefore, the scales are considered satisfactory.

Exploratory factor analysis (EFA) is used to check the convergence of observed variables for each component in the proposed research model.

All 18 observed variables in the research model were included in the exploratory factor analysis. The results of exploratory factor analysis (EFA) for these observed variables give the following results: The results of testing of KMO is 0.81 and 0.000 is the value sig of Bartlett's Test and less than 5%. That means there is related between the variables and the factor analysis criteria are satisfied. In addition, the findings also manifest that the five factors' initial values are greater than one. Finally, the Total Rotation of the Load-squared factors is greater than 50%, indicating that all observed variables are still in this case.

Testing the Research Model

The next step is to evaluate the correlation relationship between the independent variables (user experience, brand image, and short video content) between the independent variable and the dependent variable (user satisfaction) of the study. The analysis results show that the independent variables have a strong correlation with the dependent variable, and the two independent variables have the same relationship with the dependent variable. The correlation between the independent variables and the dependent variable is strong, so we can conclude that these independent variables can be included in the multiple regression model to explain the dependent variable (satisfaction of TikTok users). Therefore, it can be tentatively concluded that there is no multicollinearity between the variables.

Correlations

		BI	UE	SVC	SAT
BI	Pearson Correlation	1	.613**	.633**	.641**
	Sig. (2-tailed)		.000	.000	.000
	N	268	268	268	268
UE	Pearson Correlation	.613**	1	.573**	.584**
	Sig. (2-tailed)	.000		.000	.000
	N	268	268	268	268
SVC	Pearson Correlation	.633**	.573**	1	.600**
	Sig. (2-tailed)	.000	.000		.000
	N	268	268	268	268
SAT	Pearson Correlation	.641**	.584**	.600**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	268	268	268	268
**. Correlation is significant at the 0.01 level (2-tailed).					

Multivariate regression analysis between the dependent variable (user satisfaction) and 3 independent variables (user experience, brand image, and short video content) by Enter method. The results of the multivariate regression analysis are presented in the table below:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710^a	.504	.498	.7156	2.059
a. Predictors: (Constant), SQ, BI, CE, P					
b. Dependent Variable: SAT					

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.449	3	51.816	89.342	.000^b
	Residual	153.115	264	.580		
	Total	308.564	367			
a. Dependent Variable: SAT						
b. Predictors: (Constant), BI, UE, SVC						

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.672	.194		3.472	.001
	SVC	.332	.059	.340	5.581	.000
	BI	.227	.057	.230	4.002	.000
	EU	.252	.059	.252	4.289	.000
a. Dependent Variable: SAT						

The results of the regression model show that the adjusted R-squared is 0.498, which means that 49.8% of the change in the dependent variable (user satisfaction) is generally explained by the independent variables included in the model. Besides, the F test also shows that Sig has a very small value (Sig. = 0.000), which proves that the research model is suitable for the data set under investigation.

All variables brand image, user experience and short video content are statistically significant (Sig. < 0.05). The acceptance coefficient (Tolerance) is quite high and the exaggeration coefficient of the variance is low (less than 2), so it is difficult to have multicollinearity between the independent variables in the regression model.

In summary, based on the results of regression analysis, it can be concluded that there are 3 factors affecting user satisfaction including brand image, short video content, and user experience. Which, short video content has the strongest impact on user satisfaction (.340), and the element with the smallest impact is brand image with a regression coefficient of .230. The results of the regression are presented as follows:

$$USAT = 0.340*SVC + 0.252*UE + 0.230*BI$$

Hypothesis Test

The analysis results show that all factors have a positive impact on user satisfaction. The results are shown in the

following table:

Hypotheses	Path	Estimate	p	Outcomes
H1	BI -> USAT	0.230	0.000	Accepted
H2	UE -> USAT	0.252	0.000	Accepted
H3	SVC -> USAT	0.340	0.000	Accepted

The results of the regression analysis show that there is a positive relationship between the independent variables including brand image, short video content, and user experience, and the dependent variable (user satisfaction) with regression coefficients of 0.230, 0.252, and 0.340, respectively, with Sig = 0.000 so all hypotheses are accepted. Therefore, brand image, short video content, and user experience factors affect TikTok user satisfaction.

5. Conclusion
Research results show that the model's scales are reliable and valid: Initially, the scale consisted of 4 factors including user satisfaction, brand image, short video content, and user experience with 20 observed variables. Then, the observed variables UE3 and SVC2with the Cronbach Alpha and Item-total correlation coefficients did not guarantee the condition, so they were excluded and the scales all achieved the reliability and the allowed values. The results of the regression model show that the adjusted R-squared is 0.449, which means that 44.9% of the change in the dependent variable user satisfaction is generally explained by the independent variables included in the model. The hypotheses in the model are accepted and are consistent with previous studies. That is, brand image, short video content and user experience have affected TikTok user satisfaction.

Implication
Identifying factors affecting user satisfaction with social networking platforms such as TikTok, Facebook, etc. is extremely important for brands/businesses. They can base on the results of research to learn, evaluate and select the factors that are important to their business, and also to make appropriate decisions.

Moreover, today, when the products and services of businesses become similar, for customers to judge the difference between businesses, it is mainly based on the difference in the experience that customers receive. It can be the emotions they receive when exposed to attitudes, emotions can also be perceived through advertising campaigns or languages. These will be the key to liking, satisfaction, or positive word of mouth and leading to the success of the business. Therefore, customer experience is one of the important factors leading to customer satisfaction that businesses need to pay attention to. Short video content is increasingly loved and used by users because of the features it brings. Therefore, the marketing of businesses is getting attention because it reaches users on social networking platforms more. The brevity, conciseness, speed, and newness of the videos are also one of the factors that stimulate users to use and interact. This shows that if businesses take advantage of this for their marketing mix activities, they will achieve unexpected success.

Businesses have also proven that maintaining old customers will save more costs. Therefore, providing a quality service, and building good relationships will not only bring satisfaction to customers but will help businesses retain market share and maintain competitive advantages. In fact, customers also know that the business is also trying to provide a quality service/product for them for the existence and development of the business (Rebekah & Sharyn 2004) [44]. Therefore, it is important for businesses to develop customer-oriented products/services (Hill *et al*., 2003) [14]. To do that, businesses need to build a complete value chain for their business from production, transportation, sales, and after-sales. Or to build relationships between internal and external departments to achieve a good reputation and image. From there, businesses will build trust with customers. Not only that, today with the development of technology, besides the enormous benefits that it brings to businesses in the process of production and consumption, the accompanying challenges are not small when each Customers' negative feelings and attitudes about the product, negative statements by certain third parties can also lead to enormous damage to the business. Therefore, building, developing, and maintaining a positive corporate image and positive customer experience is extremely important to customer satisfaction and the survival of the business. However, the experience is different and complex among customers, the difficult task of a business is how to create a single trigger point that every customer can feel (Grundey, 2008) [12].

6. Limitation & Future Research
Besides the contributions of the study, some limitations are pointed out for improvement in future studies.
Firstly, the scope of the study was only carried out in Danang on a small scale. Therefore, the survey results may not be highly representative. This will be improved if future studies are carried out in other areas and on a larger scale.
Second, differences in gender, age, and income are also likely to affect the behavior of TikTok users. Therefore, researchers should also evaluate this difference for deeper implications.
Finally, in order to explain more of the dependent variable of the study, future research models should include some context-appropriate factors.

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