User Perceived Quality of WeChat Public Number "Goodnight Youth"

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Abstract

With the active users of the Wechat platform breaking through 1 billion,Wechat has successfully invaded into our life and become an important mean of information transmission and social communication. Since it was launched by Tencent in 2012,Wechat Public platform has become a core area in many we-media platforms. In recent years, a large number of WeChat public numbers have emerged, with uneven development,presenting the "Matthew effect". Some WeChat public number content is crude, and the homogenization is serious. There are some problems in the process of information dissemination,Therefore, how the public number in the market find their own positioning and style to improve the perceived quality of users,is very important for the long-term development of WeChat public number. This paper takes "Goodnight youth" Wechat Public Number as the researching target. On the one hand,According to the service quality RATRA model constructs the service quality evaluation index system of "Goodnight Youth". In the five aspects of tangibility, security, reliability, responsiveness and empathy of service quality, this paper analyzes the perceived quality problems of the users of "Goodnight Youth" Wechat Public Number. On the other hand,based on the service quality 5GAP model, this paper argues the causes of the perceived quality gap among the users of "Goodnight Youth". Through questionnaires and in-depth interviews,this paper puts forward specific measures to make up the gap, such as grasping readers' reading demands, establishing user-driven service standards, and cultivating users' reading habits. The results of this study are not only providing ideas for the public number of "Goodnight Youth" to improve customer satisfaction,but also suggesting ideas for the development of other public numbers.

Keywords

WeChat Public Number; Service Quality; Perceived Quality Gap.

1. Introduction

With the development of Internet technology and mobile communication technology, we have entered the era of social media.Weibo, Wechat and various instant music video apps, which have become an important way for the public to obtain information and social communication.These social platforms are deeply embedded in our lives, and we are more loyal and dependent on them than ever before.

Since its issued in 2012, wechat public platform has become the core area of many we-media communication platforms and occupied people's view due to its features of low cost, strong interactivity, good timeliness and convenient sharing. Various types of wechat public accounts have also mushroomed.According to Tencent's official data for the first quarter of 2018, more than 10 million wechat public accounts were registered, with more than 4 million active accounts.However, the quality of wechat public accounts is uneven, with serious homogeneity of products and services.After several years of rapid development, the initial first-mover

advantage bonus brought by the low entry barrier for wechat public accounts has disappeared.Information is massive, but users' attention is limited.Therefore, how to stand out from the mass content pushed by numerous public accounts, find their own positioning and style, and improve the loyalty of users has become a problem faced by many public accounts.

As the wechat platform enters our life deeply, individuals and enterprises can use wechat public account to achieve communication and interaction with specific groups, wechat public platform is also playing an increasingly important role in marketing and value transmission.With the increasing demand of the public for the quality of wechat public accounts, it is particularly important to provide valuable quality information at the appropriate time in a way that the users are satisfied with in this era of serious homogenization of products and services.Taking the wechat public account "Goodnight Youth" as the specific research object, this paper analyzes the reasons for the gap between the perceived quality and the expected quality of readers' reading experience.

As the name implies, "Goodnight Youth", an emotional gathering place for young people, was founded on May 4, 2015.It is not the first group to do wechat public account, without first-mover advantage, but it can find its own positioning in the market and formed a style characterized by long picture cartoon and healing text, which has been widely praised.Not only has it quickly become one of the top 100 on wechat, but it is also an emotional queen recommended by Ma Dong, with 2.3 million fans.In 2018, the influence of "Goodnight Youth" has been growing, with nearly 10 million articles published.

In order to better bridge the perceived quality gap of users of "Goodnight Youth" wechat public account, questionnaire survey was carried out on users and in-depth interviews were conducted with individual readers.After knowing some readers perceive quality, based on the theory of service quality gap model to find problems in the process of information transfer service, and according to the questionnaire interview outline design, through the depth interview about the causes of the gap and solution, from the perspective of the user perceived quality, Sylvia 100000 +, the cause of its content and services in the process of information transmission, so as to better improve user satisfaction.

2. Background of Wechat Public Number and Service Quality

Due to the convergence of manufacturing technology and products, the service industry develops vigorously and gradually becomes the leading industry in the national economy, and the market has entered the era of service economy.Since the 1970s, some marketing scholars in Europe and the United States have found that the marketing theory under the real economy is no longer applicable to the marketing of service industry.The management of service industry needs its own new management theories and methods.The research of service management theory is produced and developed under such background.

Service quality is a judgment by consumers on the overall strengths and advantages of a company.Represented by Gronroos, some Nordic marketing scholars who first studied service issues played a huge role in promoting the development of service marketing.In 1982, Gronroos first proposed the concept of service quality and defined it as the comparison between consumers' service expectation and their service perception.When the actual service quality experienced by customers meets or exceeds their expectations, they feel the overall service quality is good.When customers experience less service than they expected, their perception of the overall quality of service is bad.Factors affecting customer expectation include word of mouth, past experience, etc.The factors affecting customer perceived quality include technical quality and operation quality.Only when the expected quality and perceived quality of customers are basically consistent, customers will be satisfied. See Fig. 1 for details:
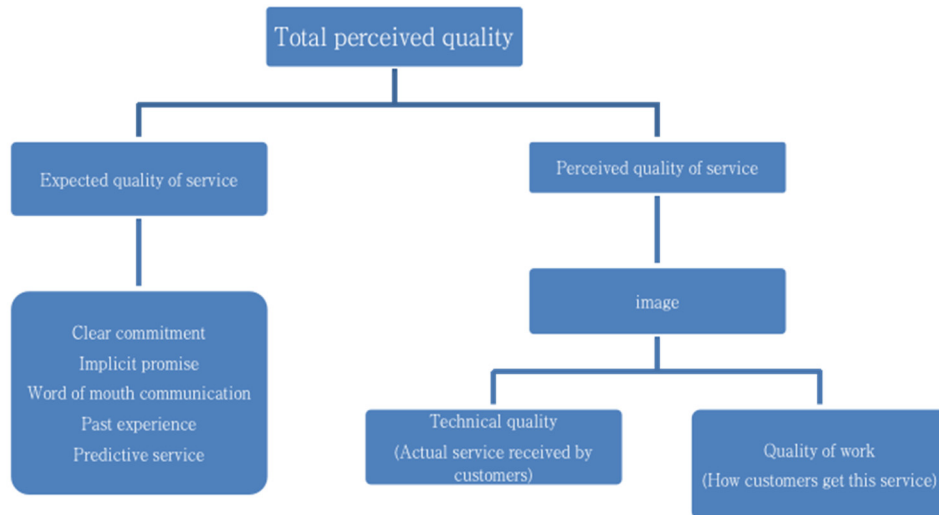
Fig 1. Customer perception service quality model

In 1988, PZB, an American research group on service quality, put forward the gap model, believing that service quality is the gap between customer expectation and customer experience. Through investigation and research, five dimensions of service quality measurement indicators are obtained: tangible, reliability, security, responsiveness and empathy.A total of 22 test items were included in these five categories, forming the widely used SERVOUAL scale.

Dai and Li (2019) constructed a five-dimension service quality scale based on SERVQUAL multidimensional scale and combined with the development of e-commerce, analyzed its influence on e-retailers' brand equity through statistical software and put forward suggestions for improvement.Gao (2019) took the impact of tourism on the hotel industry as the background, used SERVQUAL model to design the service quality survey of Home Inns, analyzed the problems existing in the service quality management of Home Inns and put forward suggestions for improvement.Zhu and Zhang (2019) believe that if the public account wants not to be eliminated in the fierce competition of numerous "we media" platforms, it should attach importance to users' feelings, and push content should not only be close to the life of the public, but also provide real and valuable help to users.Xin (2019) believe that in fact, 2015 wechat public number bonus period has passed, everyone has paid attention to a lot of public number, but we will pay attention to the point to see it?In order to retain old users and attract new users, new media marketers have to change their thinking. The motivation of content marketing is no longer direct profit, but more related to the cultivation of consumer brand awareness.

Zhu and Li (2019) point out that many wechat public accounts blindly follow the trend, pursue hot spots and traffic, but have no unique content of their own.In this way, it is easy to be eliminated by the market. Only when we continuously provide high-quality content, make ourselves unique and scarce, and deliver information services that cannot be easily copied, can we become competitive.Fan (2019) study found that the audience for the individual number WeChat public satisfaction mainly embodied in the individual WeChat public for a professional and information in the field of inductive, this paper puts forward personal WeChat public vertical niche to precision farming, it is important to set up their own under their own niche brand image.Zhou (2017) pointed out that wechat public accounts should carry out scientific positioning and market segmentation, accurately grasp the content of tweets according to the needs of target groups, and adhere to the strategy of content is king.

3. RATER Model of Service Quality

Service quality is a judgment by consumers on the overall strengths and advantages of a company.The five service quality evaluation dimensions of RATER model include Reliability, security Assurance, Tangibles, Empathy Empathy and responsive Responsiveness.The service quality evaluation dimension is derived from the service quality gap evaluation elements in the service quality gap model proposed by American Quality Service Research Consortium PZB.Regarding the evaluation of user perception quality of "Goodnight Youth" wechat public account, the attribute indexes of the RATER model are shown in Table 1:

Table 1. Indicators of RATER model

dimension	The secondary indicators
tangibles	(A1) Attractive article titles
	(A2) Push article typesetting is attractive
	(A3) The name and picture of the official account have sensory appeal
	(A4) The writing style of the tweets makes me comfortable
	(A5) The menu bar is designed to meet reading demands
reliability	(B1) Tweets are highly professional
	(B2) The article should be original and not homogenized too much
	(B3) Push frequency satisfied by users
	(B4) Push content is rigorous and error-free
	(B5) The title of the tweet matches the content
security	(C1) Follow the operating principles of wechat public accounts
	(C2) Team operation professionalism gives readers confidence
	(C3) Articles convey positive energy
	(C4) The spread of the content of the article will not bring adverse effects
responsiveness	(D1) Article topics are closely related to real-time hot topics
	(D2) The author often interacts with the reader
	(D3) Actively understand readers' needs for topics and content
	(D4) Respond to readers' suggestions in a timely manner
empathy	(E1) The operation team pays enough attention to readers
	(E2) A good balance between brand persistence and readers' soft experience
	(E3) Maximize the benefit of readers
	(E4) There is a sense of substitution in pushing articles

(1) Reliability. the ability to perform promised services reliably and accurately.In the "good night teenager" wechat public number is specifically reflected in the public number can reliably and accurately complete the ability to provide information services, that is, to ensure that the right time, in the right way to deliver quality information.

(2) Security.The knowledge, courtesy and competence of employees can bring confidence and trust to customers.In the "Good night teenager" wechat public account specifically reflected that the public account can bring readers happy and positive reading experience.Provide readers with enough sense of security and confidence.

(3) tangible.Refers to the appearance of all physical facilities, equipment, employees, etc. that can be seen and displayed.Specifically, it can be analyzed from the visual appeal of the title of the article pushed by wechat public account, the layout and push form of the article content, and whether the design of the menu bar meets readers' reading demands.

(4) Empathy.A company's care for customers and personal concerns. The public is faced with a huge amount of information every day, and all kinds of information are seriously homogenized.From the perspective of users, pushing content that meets readers' reading needs becomes an important factor to improve user stickiness.Especially noteworthy is the advertising push, under the requirement of profit, article content implantation advertising is inevitable.But too hard ads will cause readers to be disgusted, and even cancel their attention.

(5) Responsiveness.Staff are willing to help customers and are able to provide quick service.In the "good night teenager" wechat public account is specifically reflected in whether the public account can establish a good interactive relationship with readers, so that readers have a sense of belonging and affinity in the face of the public account;Can the staff quickly provide effective help and timely receive and respond to readers' feedback when facing problems.

4. Service Quality Gap 5GAP Model

PZB proposed the service quality gap model in 1985, which subdivided the gap between customer expectation and customer perception into four dimensions.In the process of service design and delivery, there may be information gap, standard gap, implementation gap and communication gap at different stages, which ultimately lead to customer perceived quality gap. See Figure 1 for details:

The model points out that there are five service quality gaps in service enterprises:

Information gap (Gap 1) : The company's management's perception of customer expectations is different from that of actual customer expectations.Inadequate market research, lack of upward communication and so on May lead to this gap.Information gap in the "good night boy" WeChat embodied in the public, the public management team number that you want to push content and issue with readers expect to see itself and the content of the topic, the gap between the gap may be derived from "good night boy" on readers positioning inaccurate, inadequate operations team internal communication, failed to receive correct reader feedback, etc.

Standards gap (Gap 2) : The gap between managers' perception of customer expectations and their translation and translation into service procedures and rules.The main reasons for this gap are inaccurate translation of customer expectations, infeasible design of service standards, lack of customer-driven standards, and lack of management commitment to service quality.The standard gap in the "Goodnight Youth" wechat public account is embodied in the operation team's failure to correctly understand and deliver readers' demands for reading, the lack of discussion on topics centered on readers' participation, and the insufficient communication within the operation team.

Implementation gap (Gap 3) : The gap between service quality standards and actual delivery of services.The main reasons for this gap are personnel mismatch, lack of supervision and training, technical failure and failure, lack of proper customer training, etc.The implementation gap in the wechat public account of "Goodnight Youth" is specifically manifested as improper allocation of human resources within the operation team and lack of corresponding staff training.

Communication gap (Gap 4): The gap between service delivery and communication to customers. Over-commitment during external activities and failure to effectively manage customer expectations can lead to communication gaps.Communication gap in the "good night teenager" wechat public number can be specific from the "good night teenager" wechat public number in the promotion process of excessive publicity;Insufficient internal communication in the operation team means that team members fail to share common goals and values;Failed to manage user expectations, user expectations are too high, but the actual perception can not meet the expectations, so as to produce a sense of psychological gap and other aspects to find the reason.

Customer perceived quality gap (Gap 5) : refers to the psychological gap between customers' expectation of service quality and their actual perception.

5. Analysis of User Perception Quality Gap of "Goodnight Youth" Wechat Public Account

"Goodnight Youth", as the name implies, is an emotional gathering place for young people. It was founded on May 4, 2015 .So far, it has more than 2.3 million fans.A focus on the emotions of many young people, every night at 10 o 'clock, with a unique perspective and values, to bring the contemporary youth daily considerate good night care. The main target group of "goodnight Youth" positioning - young women.Since its establishment in 2015, the wechat official account "Goodnight Youth" has been continuously pushing topics and contents that resonate with readers' emotions. Now, it has formed a characteristic style of cartoon illustrations, healing words and light-hearted humor.

Paper by the methods of questionnaire survey, the analysis of the "good night boy" WeChat public, the overall quality of service, design according to the results of the questionnaire interview outline, and then through the study of the depth interview of some readers ask the gap and puts forward corresponding Suggestions for improvement, so as to improve the satisfaction of readers, enhance the user viscosity and user loyalty, make readers form the reading habit of waiting to update every day.

Based on the theory of RATER model of service quality proposed by American Service Management Research Group PZB in 1988, this paper establishes a service quality evaluation system based on the practice of specific service quality of "Goodnight Youth" wechat public account.

"Goodnight Youth" wechat public account user perception quality gap and reason analysis

After preliminary analysis of the data collected from the online questionnaire, the expected mean and perceived mean of the second-level indicators of each dimension are obtained, as well as the gap between them.The smaller the gap between the expected service quality and the perceived service quality, the higher the user satisfaction, and vice versa.See Table 2 for details:

Through simple calculation, the expected mean and perceived mean of the five dimensions in RATER model can be obtained from the above table, which are 7.6 and 7.4 respectively, and the difference between them is only 0.2. This reflects that readers of "Goodnight Youth" are basically satisfied with the service quality of the official account, but there is still a gap.Among the five dimensions, the biggest gap in perceived quality of readers is the tangible dimension.In order to further meet the needs of users of "Goodnight Youth" wechat public account, we will analyze the problems existing in the five dimensions of its service quality in depth.

(1)The title is inconsistent with the content

After reading the "Good night Boy" tweets and in-depth interviews, the reason for the gap is analyzed: the "good night boy" tweets have their own style characteristics, mainly light humor.The title of the article will usually use some eye-catching or more hot words.Naming in such a way can attract readers' attention and increase click-through rates to a certain extent, but naming in a style for a long time will cause some fans to dislike.The content inconsistent with readers' imagination will make readers feel unpleasant or even disgusted, thus leading to the perception gap.And only in this way, it is difficult to attract more than regular fans to pay attention to the public account.Through reading the questionnaire data, it is found that some readers put forward in the suggestion column of "Goodnight Youth" that they do not want to blindly pursue the heat and hot spots, and hope to continue to maintain the uniqueness of the content.

Table 2. Evaluation index system of user perception quality of "Goodnight Youth" wechat public account

The dimension	Service quality measurement attribute index	Expect average	Perception of the mean	gap
tangibles	(A1) Visual appeal of article titles	7.34	6.93	0.41
	(A2) Article layout visual appeal	7.30	7.04	0.26
	(A3) The sensory attractiveness of the profile picture and name of the official account	7.42	7.20	0.22
	(A4) Menu bar design meets reading requirements	7.37	7.31	0.06
	(A5) The text style of the article is comfortable	7.60	7.44	0.16
Mean of tangible index		7.41	7.18	0.23
reliability	(B1) The degree of professionalism of the article content	7.33	7.09	0.24
	(B2) Degree of originality of article content	7.58	7.22	0.36
	(B3) Article push frequency is moderate	7.34	7.36	0.02
	(B4) The content of the article is rigorous and there are no wrong words and sentences	7.69	7.58	0.11
	(B5) The title of the article matches the content	7.58	7.39	0.19
Reliability indicators refer to		7.50	7.33	0.17
security	(C1) Strictly implement the operating principles of the public account	7.69	7.70	0.01
	(C2) Articles will bring positive energy to readers	7.78	7.66	0.12
	(C3) The content of the article has no adverse influence	7.90	7.78	0.12
	(C4) Professional operation team	7.72	7.37	0.35
Mean value of safety index		7.77	7.63	0.14
responsiveness	(D1) The article follows the current hot topic	7.51	7.51	0
	(D2) The official account often interacts with readers	7.56	7.30	0.26
	(D3) Take the initiative to understand readers' reading demands	7.65	7.49	0.16
	(D4) Respond to readers' suggestions in a timely manner	7.54	7.36	0.18
Mean value of responsiveness index		7.57	7.42	0.15
empathy	(E1) The article fits the reading needs of readers	7.49	7.43	0.06
	(E2) Advertorials do not make readers uncomfortable	7.56	7.40	0.16
	(E3) can maximize the interests of readers	7.30	7.10	0.20
	(E4) The article struck a chord with readers	7.65	7.49	0.16
Mean of empathy index		7.50	7.36	0.14

(2) Single form of tweets

In the second-level index of tangibility, the gap of "visual appeal of article layout" is 0.26, which is also larger than other indexes.After reading the tweets of "Goodnight Youth" and conducting

in-depth interviews with readers, the reasons for the gap are analyzed: The form of "Goodnight Youth" tweets is relatively fixed, which are mainly composed of long picture cartoons and texts.The content and topic of the articles are also relatively fixed, mainly collecting and sorting out other people's stories and comments.This leads to the simple style of "Goodnight Youth". Through in-depth interviews, some readers put forward that "the article push way, the article typesetting is relatively fixed, and it can be richer;Hope to improve typesetting;One time not too much content, pay attention to typesetting "and other suggestions.

(3)The content of the article is not novel enough

Through reading tweets and in-depth interviews, the reasons for the perception gap were analyzed: The content and topics of "Goodnight Youth" tweets were mostly combined with hot topics, and they mainly shared and sorted out other people's short stories and comments.This has advantages and disadvantages, on the one hand, the hot topic can bring more clicks;Organizing and sharing other people's stories can strike a chord with some readers.The downside, however, is that the content of the article may be seen elsewhere and lose its freshness.According to the questionnaire, some readers reflect that the content and online subscription number are too similar to attract people to click again;Don't go for hot searches or popular content. Be unique.With the continuous development of "Goodnight Youth" public account, more and more readers at the same time, readers are also growing up, aesthetic progress, if the pursuit of hot, do not seek innovation and improvement in the content, the public account will be abandoned.

(4) The article blindly pursues hot topics

In the operation process of the public account, it is very important to pass positive energy to readers through tweets, let readers feel the professionalism of the team, and give readers confidence.Blind pursuit of hot content, but easy to cause the antipathy of readers.Through in-depth interviews, it is concluded that the reason for the large gap in readers' perception of "professionalism of the operation team" is the combination of several other gaps, even if the article is single typesetting and there is no reply to backstage messages.Through the questionnaire survey, some readers put forward suggestions: Hope to be better, do not want chicken soup;I hope that there will be more positive articles related to readers' lives.In fact, both the brand side and readers do not want to see too much bereaved content, whether the content of the article delivers positive energy and gives readers comfort and confidence in real life, do not forget the original intention, adhere to do heart-warming content is also an important indicator to measure the dimension of security.

(5)Not responding in a timely manner to readers' feedback

 Goodnight Youth team doesn't pay enough attention to readers' feedbac, and part of the reason is that there are so many comments or backstage comments that the author only responds to the selected ones and doesn't respond to every reader.However, it is very important for an emotional public account to let readers have a sense of participation and feel themselves to be concerned, which to a certain extent determines the enthusiasm and loyalty of readers to participate.Although it is difficult for the wechat official account to respond to the messages left by millions of fans in the first time, the official account can also bridge the gap in other aspects and make readers have a sense of participation.For example, "Goodnight Youth" can often collect materials from readers and do some online and offline interaction from time to time, which can not only better understand readers but also improve their sense of participation.

6. Suggestions on Improving Service Quality Perceived by Wechat Public Account Users

According to the above analysis, we get the status quo and existing problems of user perception quality of "Goodnight Youth" wechat public account in the operation process.Based on the 5GAP

model of customer perception quality, this paper analyzes the gap of "Goodnight Youth" wechat public account in the four aspects of cognitive gap, standard gap, delivery gap and communication gap, and puts forward corresponding suggestions for improvement.

6.1. Wechat Public Account Service Awareness Gap is Closed

A perception gap can result from a poor understanding of user expectations.The content pushed by the public account to the user can not reach the psychological expectation of readers, readers will have a psychological gap.The following are suggestions for bridging the cognitive gap on the wechat public account of "Goodnight Youth".

From the previous analysis, we know that Goodnight Youths have a big perception gap in the composition of the article."Goodnight Youth" can collect readers' suggestions in the wechat reader group through voting and other ways, and constantly enrich the form of push.Pay attention to readers' comments and suggestions and respond positively.When readers regard a public account as a kind of emotional dependence and sustenance, whether the public account can respond to and deal with readers' messages in time has a great impact on the quality of readers' perception."Goodnight Youth" can also establish a more intimate emotional link with readers by establishing wechat groups for readers and launching some activities from time to time, so as to better grasp and meet the needs of readers.

6.2. Gap in Service Standard of Wechat Public Account is Closed

Failure to develop service standards that meet user expectations can lead to standards gaps. This gap can be bridged by developing service management standards centered on user expectations.

Establish user-driven service standards. The content pushed by public accounts should meet readers' expectations. Only by establishing user-centered service standards can readers' expectations be better met.Avoid chasing hot topics at the expense of what readers really want. Public accounts should have their own distinctive style and characteristics, but they should also constantly seek changes, and these changes are based on user-driven service standards.

Reasonably convert user expectations.Only by fully understanding user expectations before establishing service standards, and accurately translating user expectations into service standards of public accounts, can we accurately push articles that truly meet readers' expectations. Enough attention to different readers of the public number of different suggestions to better understand user expectations. To strengthen the communication with users, in the communication with users and practice of continuous improvement.

6.3. The Implementation Gap of Wechat Public Account Service is Closed

The gap between service quality standards and actual service delivery is the implementation gap.Inadequate team communication, lack of proper customer education and so on can contribute to this gap.The following is to bridge the implementation gap on the "good night teenager" wechat public number put forward suggestions.

The team speaks with one voice.Due to the wechat public number management team to convey information to the outside world in an overall image, for users, whether the wechat public number management, copywriting planning, editing staff or even signed authors, in the eyes of readers they are a whole image and team, the team needs to speak with "the same voice".Users can perceive the unique style and professionalism of the whole team only when there is coordinated cooperation, full communication and the same values and goals among all departments.

Cultivate users' reading habits.Everyone will pay attention to many public accounts, different public accounts will push a large number of articles every day, emotional public account is more and more difficult to do.The more frequently audiences check their personal wechat public

accounts, the higher their satisfaction will be (Fan Jing, 2018).Only by allowing readers to form a reading habit, that is, to receive the information service they want at a fixed time every day, and to establish an emotional link with readers, can the "open rate" be improved and more users be retained.

6.4. Bridge the Service Communication Gap

Communication gaps arise when the services provided by wechat public accounts do not match the external promises made to users.Due to the fierce competition in the market, many public accounts make excessive promises in external communication, leading to high expectations of users.

Earnestly fulfill the service commitment of the public account.In order to attract more users, Goodnight Youth promote themselves through various channels, such as oral broadcasting in variety shows and recommendation on other public accounts.In this publicity will put their most distinctive characteristics expressed, but once the user in the public account but did not see the content of the expectation, will produce a psychological gap, and even produce boredom.Therefore, the public account should not only express its own characteristics but also avoid excessive commitment when conducting external publicity, leading to high expectations of users.

Actively try to launch various activities.The style and form of tweets of "Goodnight Youth" are relatively fixed. Through questionnaire analysis and in-depth interview analysis, it is concluded that many users hope that "Goodnight Youth" can introduce audio or audio reading and increase welfare and other interactive forms."Goodnight youth" can also learn their advantages from other public accounts, continuous innovation, only in constant change to find the most suitable for their own.

7. Conclusion

With the advent of the new media era, we-media platforms represented by Weibo, wechat official account and Douyin have attracted wide attention from all walks of life.In recent years, a large number of wechat public accounts have emerged with uneven development, presenting the "Matthew Effect".As the bonus period of public accounts has passed, it is increasingly difficult to stand out among numerous wechat public accounts. In this context, it is very important for the development of public accounts to provide users with satisfactory service quality.

Through the analysis of the five indicators of the "Goodnight Youth" wechat public account under the RATER model, the paper obtains the perceived quality gap of users, and then analyzes the causes of the gap through the service quality gap 5GAP model.Questionnaire survey, literature collection, in-depth interviews and other methods are used to constantly find problems, analyze and solve problems, through the combination of theory and practice to explore and put forward targeted improvement suggestions on how to improve user satisfaction of "Goodnight Youth" wechat public account.Through the above analysis, we believe that wechat public accounts should take the initiative to understand users' needs, establish emotional links with users, subtly cultivate users' reading habits and constantly improve in changes, strengthen interaction with readers, impress users with high-quality content, and retain users.

Because of my capacity and time is limited, only to "good night boy" WeChat public, as the specific research object to analyze WeChat public, users' perceived quality, perceived cause of the gap and puts forward Suggestions for improvement combined with knowledge, hope to "good night boy" and other WeChat public, bring improvement ideas for development.

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