Action Research on Improving Webnovel User Loyalty - Based on the Successful Experience of Jinjiang Literature City

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Abstract
This study examines how to increase user loyalty on the WebNovel platform by improving translation quality, cultural identity, and website familiarity. By analyzing the challenges faced by WebNovel (e.g., content homogenization, inconsistent translation quality, insufficient cultural adaptation, and user experience problems), this study proposes corresponding optimization strategies, including the combination of AI translation and human editing, cultural localization, multi-language support, and website navigation optimization. The feasibility and effectiveness of these strategies were verified through expert audits and user feedback surveys. The results show that most of the strategies are recognized by experts and users, especially in terms of translation quality improvement and website optimization. However, some users expressed caution about over-localization adjustments and the accuracy of AI translations. This study provides WebNovel with suggestions for strategies to improve user loyalty and provides a reference for future optimization of similar platforms.
Keywords: WebNovel, User Loyalty, Mixed Research Methods, Jinjiang Literary City, Web Novel Sites

Introduction
The Development of WebNovel and the Challenges of Globalization
With the rapid development of the digital publishing industry, web novel has become an important carrier of global cultural exchange (Li, 2023). In recent years, Chinese web novel platforms have accelerated their internationalization, promoting Chinese web novel to the global market to build a stable user base worldwide (Liang, 2024; Liu, 2024; Ren, 2024). As an internationalized WebNovel platform under ReadWrite Group (00772.HK), WebNovel attracts 400,000 writers from abroad, contributing to rich narratives. The platform supports a variety of genres, demonstrating the mix of cultural elements in storytelling (Ren, 2024). Combining artificial intelligence with a team of 300 translators has streamlined the translation process and made Chinese literature more accessible globally. This approach has translated 3,600 works, facilitating cultural outreach and engagement (Deng, 2024). WebNovel has built

its business model through chapter payments, membership subscriptions and advertising revenue, hoping to gain a foothold in the international market (Shao, 2023).

However, Compared to the rapidly expanding market size, WebNovel had low user loyalty, high user churn, and constant user complaints on the forums (show in Figure 1 and

Figure 2). And there is still much room for the optimization of the platform in terms of long-term user retention, payment rate and community activity. Compared with international competitors such as Wattpad and Radish Fiction, WebNovel's shortcomings in terms of content quality, user experience, social interaction and platform adaptability have affected its user loyalty and restricted the platform's further development. Therefore, how to improve WebNovel's user loyalty has become an important issue that must be solved for the platform's sustainable development (Zhang & He, 2012).
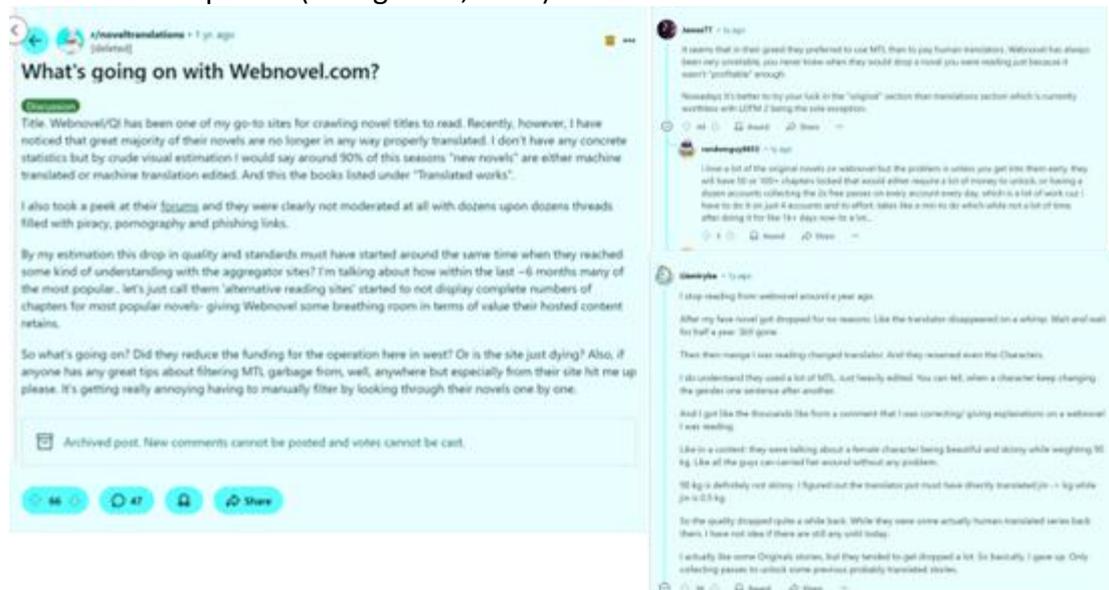

Figure 1　　　　What's　　going　　on　　with　　Webnovel.com?（From: https://www.reddit.com/r/noveltranslations/comments/19evdsv/whats_going_on_with_we bnovelcom/?rdt=50554）

Figure 2 I created a simple cost calculator for webnovel.com (From : https://www.novelupdatesforum.com/threads/i-created-a-simple-cost-calculator-for-webnovel-com.86181/)

Examining the Key Factors for Increasing Loyalty of WebNovel Users
User Loyalty is a core indicator of the long-term development of a platform, which determines whether users will use a platform for a long period of time and be willing to pay for its content (Suryavanshi et al., 2024; Tran et al., 2024). Oliver (1999) suggests that User Loyalty consists of cognitive, affective, and behavioral phases (F. Wang, 2021), in which a user initially becomes interested in the platform due to certain advantages (e.g., content attractiveness, platform usability) and then gradually develops a sense of belonging due to the experience of using the platform (Koukopoulos & Koukopoulos, 2018; Vijaya, 2025; White & Caccamo, 2023). In web novel platforms, user loyalty not only affects user activity, but also determines the profitability and market competitiveness of the platform (Gong & Wu, 2011; Y. Yang & Jing, 2009).

By synthesizing user feedback, existing literature and industry analysis, the study finds that the main reasons for WebNovel's low user loyalty may involve multiple aspects. However, when further studying the specific roles of these factors, translation quality, cultural identity and website familiarity gradually emerge as key influences on WebNovel user loyalty. Improving these three aspects of the user experience can enhance user satisfaction and thus their loyalty.

Translation quality is one of the core factor that affects the user reading experience (Setiajid et al., 2023; Whyatt et al., 2023). If the translation is not fluent or there are too many mistranslations, the user's immersion will be reduced, which in turn reduces the time spent on the platform and willingness to pay (Martindale & Carpuat, 2018; Shi, 2013). Cultural identity, on the other hand it determines users' acceptance of WebNovel's content (Alheri, 2024; Gevorgyan & Manucharova, 2009; Son, 2024). The platform mainly translates and promotes works with Chinese cultural elements, and how to enhance the understanding and interest of users from different cultural backgrounds will directly affect users' loyalty (Faisal et al., 2018). In addition, website familiarity affects users' willingness to use the platform (Galletta et al., 2006; Li, 2023; Yu et al., 2022). Complicated interfaces, unintuitive operations or business models that do not match the habits of the target market will reduce user retention (Ding et al., 2023; Majumder, 2025; Sui, 2024). This study will further validate the role of these factors and propose optimization strategies applicable to WebNovel considering Jinjiang Literature City's successful experience.

Objectives of Research
Considering the above issues, this study will focus on how to increase user loyalty on WebNovel. The study will first verify the effects of translation quality, cultural identity and website familiarity on user loyalty through questionnaire surveys and explore the mediating role of user satisfaction in it. Then, the study will propose optimization strategies applicable to WebNovel considering Jinjiang Literature City's successful experience, and finally further validate the feasibility of these optimization schemes through in-depth interviews. Through this research, this study hopes to answer the following core questions:

RQ1: How do translation quality, cultural identity, and site familiarity affect WebNovel user loyalty?

RQ2: Does user satisfaction mediate between these factors and loyalty?

RQ3: Do WebNovel users recognize Jinjiang Literature City's experience in optimizing WebNovel's user experience to improve user loyalty?

Significance of Research

This study has important contributions on both theoretical and practical levels. In terms of theoretical significance, user loyalty of web novel platforms, as an important indicator for measuring the long-term development and profitability of the platforms, has attracted extensive attention from the academic community in recent years. However, the existing literature on the factors influencing user loyalty mostly focuses on the traditional service and consumption domains, and there is still a large gap in the research on the role of variables such as translation quality, cultural identity and website familiarity in web novel platforms. Through this study, we will further enrich and expand the theory of user loyalty, elucidate how these three factors affect user satisfaction and their loyalty behaviors in the digital content environment, and thus provide new theoretical perspectives and empirical evidence for the user behavior model of web novel platforms.

In a practical sense, this study is committed to proposing practical optimization strategies for the WebNovel platform. Through the questionnaire survey and empirical analysis, it clarifies the influence mechanisms of translation quality, cultural identity and website familiarity on user loyalty, and provides targeted improvement directions for platform managers; at the same time, combining with the successful experience of Jinjiang Literary City, it proposes specific measures to improve content quality, enhance social functions and improve translation level, with a view to promoting the competitiveness of WebNovel in the global market and significantly increasing the retention rate of users. This will not only help the platform itself improve, but also help WebNovel's user retention rate in the global market. This not only helps the platform itself improve but also provides valuable practical guidance and experience for the entire web novel industry in the internationalization process.

Research Framework

This study adopts a mixed-methods approach, aiming to comprehensively explore the key factors affecting WebNovel's user loyalty and propose practical optimization strategies. The overall research framework is divided into three main parts. First, WebNovel users' evaluations of translation quality, cultural identity and website familiarity are collected through a questionnaire survey (quantitative research) to verify the direct impact of these factors on user loyalty and the mediating role of user satisfaction in it. Second, Jinjiang Literature City was selected as a comparative case, and its successful experiences in content quality management, community interaction and copyright protection were systematically organized through case analysis, and improvement measures applicable to WebNovel were extracted accordingly. Finally, through in-depth interviews (qualitative research), WebNovel users, translators and industry experts are invited to give feedback on the optimization solutions proposed in the first two parts, to further validate the feasibility and practical application effect of these strategies. Through this combination of quantitative and qualitative research methods, this study aims to construct a set of scientific and systematic

user loyalty enhancement models to provide theoretical support and practical guidance for the internationalization development of WebNovel and other web novel platforms.

Literature Review
Theoretical Basis: Benchmarking
This study adopts Benchmarking as the theoretical basis to analyze and optimize WebNovel's strategy in user loyalty improvement. Benchmarking was pioneered by Xerox in 1979 (Riva & Pilotti, 2019), is a method of identifying one's own deficiencies and formulating improvement measures by systematically comparing the best practices in the industry, which is widely used in the fields of enterprise management, quality control and business optimization (Martínez & Jiménez, 2024; Pasholikov, 2024; Кравець, 2023). In the operation and management of web novel platforms, the benchmarking method helps to analyze the successful experiences of competitors and formulate corresponding optimization strategies to improve user loyalty and enhance market competitiveness (Khamidova et al., 2023; Кравець, 2023). Based on the benchmarking method, this study compares the similarities and differences in user loyalty management between WebNovel and Jinjiang Literary City, extracts Jinjiang's successful experience, and proposes optimization solutions for WebNovel accordingly.

The core idea of the benchmarking method is to analyze the best practices in the industry and find out the direction of its own improvement to narrow the gap with the leading companies (Martínez & Jiménez, 2024; Pasholikov, 2024). In this process, firstly, we need to identify the benchmarking objects, select enterprises or platforms with excellent performance in the industry, and identify their successes; secondly, through data collection and comparative analysis, we find our own deficiencies in KPIs and identify their causes; subsequently, we formulate an improvement plan based on these analyses, and adjust and apply the successes in conjunction with our own characteristics; finally, through the monitoring and feedback mechanism, we evaluate the effectiveness of the implementation of the optimization strategy and apply it to our own business; and finally, through the monitoring and feedback mechanism, we evaluate the effectiveness of the implementation of the optimization strategy. to assess the effectiveness of the implementation of the optimization strategy and make continuous adjustments when necessary to achieve long-term improvement (Bednárová et al., 2024; Charyulu et al., 2022). Among WebNovel's cases, Jinjiang Literary City, as one of the most influential web novel platforms in China, has a mature operation model in terms of content quality management, user community interaction, and commercialization model, which makes it the best benchmarking object that WebNovel can learn from.

The benchmarking method not only provides theoretical support and practical guidance for this study but also ensures the scientific and rationality of the research method (Bodrick et al., 2024). By comparing industry's best practices and combining empirical analysis, this study can identify WebNovel's existing user loyalty problems and propose practical optimization solutions based on Jinjiang Literature City's operational experience. Combining quantitative surveys and qualitative interviews, this study not only systematically verifies the effectiveness of the optimization strategy but also provides theoretical support and practical reference for the international development of WebNovel and other web novel platforms.

User Loyalty
User Loyalty is an important indicator to measure whether users will continue to use a certain product or service and maintain a high level of activity and willingness to pay in the long run (Pradipta & Aruan, 2024; Rahayu et al., 2023; Urolagin & Patel, 2023). As a digital content platform, the user loyalty of web novel websites directly affects their user retention rate, profitability and market competitiveness (Homyamyen et al., 2024; Pradipta & Aruan, 2024; Rahman & Hossan, 2024; Vijaya, 2025) In this study, user loyalty not only relates to the long-term development of WebNovel but also determines whether it can effectively attract and retain cross-cultural users in the process of globalization and expansion (Hamilton et al., 2017; Liang et al., 2019). Therefore, it is necessary to review the theoretical foundations of user loyalty, explore its concepts, theoretical models and influencing factors, and analyze its applicability in WebNovel platforms.

The research on user loyalty can be traced back to Oliver in 1999, who proposed a four-stage loyalty model, namely Cognitive Loyalty, Affective Loyalty, Conative Loyalty, and Action Loyalty (Oliver, 1999; Seduram et al., 2022). Cognitive Loyalty is based on the user's initial judgment, such as the quality of content and services provided by the platform (Ajith & Mathew, 2025; Goutam, 2020; Wu et al., 2024); Affective Loyalty arises with the accumulation of user experience, which is the user's sense of belonging to the platform and emotional identity (Ajith & Mathew, 2025; Brun et al., 2017; Bujisic et al., 2024); Intentional Loyalty refers to the tendency of the user's choice of platforms, such as the willingness to continue to use or pay for support; and ultimately (Kurniawan & Alversia, 2021; Liao et al., 2014); Behavioral Loyalty manifests itself in the actual long-term use of behaviors, such as high-frequency reading, paid consumption or recommending the platform to others (Liao et al., 2014).

In addition to Oliver's theoretical model, Dick & Basu (1994) proposed a two-dimensional model of user loyalty (Relative Attitude and Repeat Patronage), i.e., user loyalty is not only determined by attitudes (user's affective and cognitive evaluations of the platform), but also influenced by behaviors (whether users continue to use and consume the platform) (Ajith & Mathew, 2025; Dick & Basu, 1994; Dwivedi et al., 2024; Q. Huang et al., 2024). According to this theory, web novel platforms need to pay attention to both users' satisfaction with the content, their identification with the platform, and their actual usage behaviors to effectively enhance user loyalty. In addition, Zeithaml et al. (1996) suggested in their theory of service quality that user loyalty is significantly influenced by user satisfaction, i.e., users' satisfaction with the platform's content, functionality, and experience determines their willingness to continue using the platform (Zeithaml et al., 1996). Therefore, when exploring WebNovel user loyalty, it is necessary to further analyze the mediating role of user satisfaction between different influencing factors and user loyalty.

Hypothesis
This study examines the effects of cultural identity (CI), translation quality (WQ), and website familiarity (WF) on user satisfaction (US), and further examines the mediating role of user satisfaction between these factors and user loyalty (UL). Based on existing research and theoretical analysis, we propose the following hypotheses.

Cultural Identification refers to the degree of familiarity and emotional identification of users with the target language and its cultural content when using a translation platform (Ponton et al., 2023; Sajarwa, et al., 2023; Son, 2024). More cultural identification may enhance users' understanding and acceptance of the translated content, thus improving their overall usage experience. It has been shown that cultural identity can enhance user satisfaction (H1) and may further affect user loyalty (H4) (Huang et al., 2023; Son, 2024; 우징원 & 김고운, 2024). Translation Quality is an important measure of the core functionality of translation platforms, which involves language fluency, accuracy and readability. High-quality translation can reduce users' cognitive burden and improve the efficiency of information access, thus increasing user satisfaction (H2) (Kurkimbaeva, 2024; Lim et al., 2024). At the same time, higher translation quality may also directly affect user loyalty and make users willing to use the platform continuously (H5) (Domingo et al., 2019; Zeng & Richardson, 2016a). Website Familiarity reflects users' habits and proficiency in using the translation platform (Almusharraf & Bailey, 2023; Yu et al., 2022). The more familiar users are with the interface, functions and operation logic of a website, the fewer obstacles they encounter in the process of using it, thus increasing their satisfaction (H3) (Ashfiyaeni et al., 2024; Fathurrahman & Sumarsono, 2024; Rahmah et al., 2024). In addition, higher website familiarity may enhance users' dependence on the platform and increase loyalty (H6) (Blanco & Blasco, 2007; Hacek, 2017; McCoy et al., 2013). User Satisfaction is a key variable that measures users' overall experience after using a platform (Chang & Ji, 2024; Hidayatuloh et al., 2024; Pradana et al., 2024). When user satisfaction is high, users are more likely to continue to use the platform and recommend it to their social networks, thus influencing user loyalty (H7) (Margaretha et al., 2024; Pratama, 2024). In addition, user satisfaction may play a mediating role between cultural identity, translation quality, website familiarity and user loyalty (H8) (Alexander et al., 2021; Aulia & Purmono, 2023; Titan & Suasana, 2023; Yacob et al., 2022), i.e., these factors indirectly affect user loyalty by influencing user satisfaction. Based on the above analysis, this study proposes the following hypotheses:

H1: Cultural identity has a positive effect on user satisfaction.
H2: Translation quality has a positive effect on user satisfaction.
H3: Website familiarity has a positive effect on user satisfaction.
H4: Cultural identity has a positive effect on user loyalty.
H5: Translation quality has a positive effect on user loyalty.
H6: Website familiarity has a positive effect on user loyalty.
H7: User satisfaction has a positive effect on user loyalty.
H8: User satisfaction mediates the relationship between cultural identity (H8a), translation quality (H8b), website familiarity (H8c) and user loyalty.

Theoretical Framework
The theoretical framework of this study is based on the theories of user experience, service quality and brand loyalty, aiming to explore the key factors affecting user loyalty. The research model is shown in Figure 3. The three main independent variables are cultural identity, translation quality and website familiarity, with user satisfaction as the mediating variable and user loyalty as the dependent variable.

First, cultural identity may affect users' acceptance of platform content, which enhances user satisfaction (H1) and may directly affect user loyalty (H4). Second, translation quality is crucial to user experience, and improved translation quality contributes to user satisfaction (H2) and

further enhances user loyalty to the platform (H5). In addition, website familiarity may also increase user satisfaction (H3) by affecting users' ease of use, which in turn affects user loyalty (H6).

User satisfaction, as a mediating variable, may act as a bridge between independent and dependent variables (H8). That is, cultural identity, translation quality, and website familiarity further affect user loyalty by influencing user satisfaction (H7). Figure 1 demonstrates the hypotheses and theoretical framework of this study, which provides an important theoretical basis for understanding user behavior, as well as a practical guide for related industries to optimize the user experience of translation platforms.
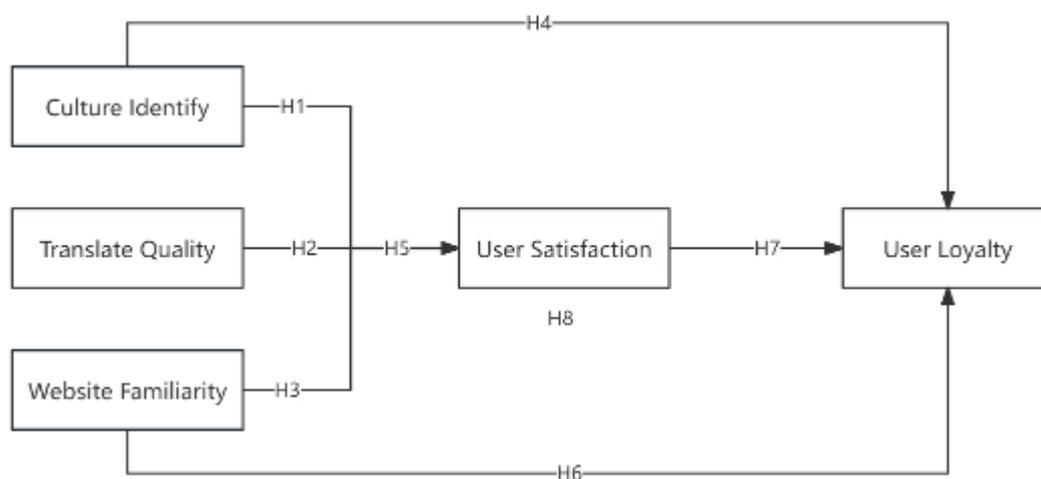
Figure 3 Framework

Methodology
This study adopts an integrated methodology centered on Benchmarking (Riva & Pilotti, 2019), combining quantitative research, qualitative research, and in-depth interviews to explore from multiple perspectives how to enhance user loyalty on the WebNovel platform by drawing on the experience of Jinjiang Literature City (Jinjiang). Specifically, the quantitative part of the study empirically analyzes the effects of translation quality, cultural identity and website familiarity on user loyalty through questionnaires, and explores the mediating role of user satisfaction in it, in order to verify whether the loyalty of WebNovel users can be effectively enhanced by optimizing these three factors; User satisfaction scale from Nguyen, T. T. N. (2020) study on beauty and cosmetic's online store (Nguyen, 2020), user loyalty from Al-Adwan's study on online shopping (Al-Adwan et al., 2020), website familiarity scale from Kaya's study on website familiarity and user loyalty (Kaya et al., 2019); cultural identity scale was adapted from Ma's study of cultural identity of mainland Chinese tourists to Taiwan (Ma et al., 2015); and the scale of translation quality was from Wu's study of translation quality of online games (Wu, 2017). After the questionnaire design was completed, four experts from academic and professional fields reviewed the questionnaire to ensure its feasibility.

While the qualitative part of the study adopts the case study method to conduct an in-depth study on the operation mode of Jinjiang Literary City (Jinjiang) and summarizes its experience in user loyalty. In the qualitative part, the case study method is used to study the operation model of Jinjiang Literary City and summarize its successful experience in user operation,

translation management and platform optimization, so as to provide WebNovel with a reference strategy; in addition, WebNovel users, translators and industry experts are invited through in-depth interviews to discuss the feasibility of the optimization strategy, and the feedback is taken into account to further improve the improvement plan.

In terms of data collection, this study mainly relies on three types of data sources: questionnaires, case studies and in-depth interviews. The questionnaire survey adopts an online format to measure users' perceptions of translation quality, cultural identity, website familiarity, user satisfaction and loyalty on a five-point Likert scale to ensure the feasibility of quantitative analysis of the data, and active users of the WebNovel platform are selected through random sampling to improve the representativeness of the sample. The case study analyzes Jinjiang Literary City's specific practices in enhancing user loyalty by relying on secondary data such as official reports, user data, and market analysis reports. In-depth interviews were conducted with WebNovel users (including ordinary users and paid users), translators and industry experts in a semi-structured manner, with the length of each interview limited to 30-60 minutes, focusing on user experience, translation optimization, and platform operation strategies to obtain more targeted insights.

In terms of data analysis methods, this study combines quantitative and qualitative analysis to ensure the scientific and reliability of the findings. For quantitative data analysis, descriptive statistical analysis was first conducted to understand the basic characteristics of the sample, such as users' age, gender, frequency of using WebNovel, etc. Second, reliability and validity analysis was used to assess the reliability of the scale through Cronbach's Alpha, and KMO test and factor analysis were applied to verify the validity of the variables in order to ensure the reliability of the measurement tool; subsequently, path analysis was conducted using Spss in order to validate the relationship between the variables and to test the mediating role of user satisfaction, and multiple regression analysis was also used to further explore the direct impact of translation quality, cultural identity and website familiarity on user loyalty. The qualitative analysis part mainly includes case analysis, which focuses on the successful experience of Jinjiang Literature City and summarizes what can be learned from it in terms of user operation, translation strategy, and business model, and content analysis, which conducts a thematic analysis of the interview data to identify the core views of the interviewees on the current situation and optimization strategy of WebNovel, and summarizes the key directions for improvement. and optimization strategies and summarize the key directions for improvement.

By combining the above research methods, this study seeks to provide practical optimization solutions for WebNovel from the perspective of combining theory and practice, to enhance user loyalty and strengthen its competitiveness in the global market.

The Effects of Translation Quality, Cultural Identity and Website Familiarity on User Loyalty
Reliability
The alpha coefficients of the variables in this study are shown in

Table 1, and the reliability coefficient value of the study data is higher than 0.8, which comprehensively indicates that the data reliability is of high quality and can be used for further analysis (Kononenko et al., 2024).

Table 1
Cronbach Reliability Analysis

Dimension	Number of items	Cronbach's α value
CI	4	0.922
TQ	4	0.910
WF	5	0.929
US	9	0.964
UL	6	0.941

Validity
From Table 2, it can be seen that: the common degree value corresponding to all research items is higher than 0.4, which indicates that the information of the research items can be effectively extracted (Burns & Burns, 2008). At same time, the KMO value is 0.928, which is greater than 0.6, and the data can be effectively extracted information (Brosius & Brosius, 1989). In addition, the variance explained values of the four factors are 29.936%,17.310%,17.105%,10.752%, and the cumulative variance explained after rotation is 75.103%>50%. It means that the information content of the research item can be extracted effectively (Brosius & Brosius, 1989).

Table 2
KMO and Bartlett's Test of Sphericity

KMO		0.928
Bartlett's Test of Sphericity	Approx. Chi-Square	2716.572
	df	378
	p Value	0.000

As can be seen from

Table 3, the absolute value of the factor loading coefficient of each item is greater than 0.4, which means that there is a corresponding relationship between the options and the factors (Brosius & Brosius, 1989; Parker, 1979).

Table 3
Factor Loading and Communality

Items	Factor Loading					Communality
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
US1	0.778					0.693
US2	0.823					0.737
US3	0.762					0.678
US4	0.829					0.762
US5	0.833					0.758
US6	0.792					0.709
US7	0.793					0.721

US8	0.811				0.753
US9	0.793				0.747
UL1		0.783			0.716
UL2		0.802			0.767
UL3		0.824			0.780
UL4		0.809			0.761
UL5		0.813			0.751
UL6		0.749			0.696
WF1			0.862		0.795
WF2			0.870		0.787
WF3			0.848		0.770
WF4			0.832		0.766
WF5			0.864		0.794
CI1				0.847	0.772
CI2				0.849	0.787
CI3				0.868	0.791
CI4				0.857	0.781
TQ1				0.867	0.776
TQ2				0.842	0.742
TQ3				0.857	0.781
TQ4				0.845	0.766

Correlation Analyze

Correlation analysis is used to study the relationship between quantitative data, whether there is a relationship or not, how close the relationship is, etc. (Kamila, 2024; The SPSSAU project, 2024; Zhou & Ma, 2024). As shown in Table 4, correlation analysis was used to investigate the correlation between TQ, WF, US, UL and CI respectively, and Pearson correlation coefficient was used to indicate the strength of the correlation. Analyzing the correlation coefficient values, there is a positive correlation between US and CI, TQ and WF, respectively, and UL and CI, TQ and WF, respectively, have a positive correlation.

Table 4
Pearson Correlation

	CI	TQ	WF	US	UL
CI	1	0.152**	0.060	0.299**	0.406**
TQ		1	0.201**	0.254**	0.333**
WF			1	0.412**	0.234**
US				1	0.569**
UL					1

* p<0.05 ** p<0.01

Regression Analysis

This research explores the influence relationship between the variables through regression analysis, including whether there is an influence relationship, the direction of the influence, and the extent of the influence. According to the SPSSAU project released in 2024, the significance between variables is indicated by the P-value (The SPSSAU project, 2024). When the P-value is less than 0.01 (**), it means highly significant; when the P-value is less than 0.05 (*), it means significant, which means that there is an influential relationship between the two variables, followed by further analysis of the direction of the influential relationship. As can be seen in , CI,TQ,WF were used as independent variables while US was used as the dependent variable in the linear regression analysis, as can be seen in the above table, the model equation is: US = 0.816 + 0.249*CI + 0.151*TQ + 0.367*WF, and the model R-squared value is 0.264, which implies that CI,TQ,WF explains 26.4% of the variation in US . The F-test of the model found that the model passes the F-test (F=58.903, p=0.000<0.05), which means that at least one of the CI, TQ, WF will have an influential relationship on US.

The value of regression coefficient of CI is 0.249 (t=6.534, p=0.000<0.01), which means that CI will have a significant positive influence relationship on US.
The regression coefficient value of TQ is 0.151 (t=3.546, p=0.000<0.01), implying that TQ will have a significant positive impact relationship on US.
The regression coefficient value of WF is 0.367 (t=9.326, p=0.000<0.01), implying that WF will have a significant positive influence relationship on US.
To summarize the analysis, CI, TQ, and WF all have a significant positive effect on US. Therefore, H1, H2, and H3 are valid.

Table 5
Regression Analysis of User Satisfaction and Cultural Identity, Translate Quality and Website Familiarity

	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Diagnostics
	B	Std. Error	*Beta*			VIF
Constant	0.816	0.236	-	3.460	0.001**	-
CI	0.249	0.038	0.256	6.534	0.000**	1.024
TQ	0.151	0.042	0.141	3.546	0.000**	1.064
WF	0.367	0.039	0.368	9.326	0.000**	1.043
R²	0.264					
Adjusted R²	0.259					
F	F (3,493) =58.903, p=0.000					
Note: Dependent variable = US						
* *p<0.05 ** p<0.01*						

From Table 6, CI,TQ,WF were taken as independent variables while UL was taken as dependent variable for linear regression analysis, from the above table it can be seen that the

model equation is UL = 0.759 + 0.353*CI + 0.265*TQ + 0.165*WF and the model R-squared value is 0.266, which means that CI,TQ,WF explains the reason for 26.6% of the variation in UL. The F-test of the model found that the model passes the F-test (F=59.452, p=0.000<0.05), which means that at least one of the CI,TQ,WF will have an influential relationship on UL. The value of regression coefficient of CI is 0.353 (t=9.186, p=0.000<0.01), which means that CI will have a significant positive influence on UL.

The regression coefficient value of TQ is 0.265 (t=6.171, p=0.000<0.01), implying that TQ will have a significant positive influence relationship on UL.
The regression coefficient value of WF is 0.165 (t=4.144, p=0.000<0.01), implying that WF will have a significant positive influence on UL.
To summarize the analysis, CI, TQ, and WF all have a significant positive effect on UL. That is, H4, H5 and H6 are valid.

Table 6
Regression Analysis of User Loyalty and Cultural Identity, Translate Quality and Website Familiarity

	Unstandardized Coefficients		Standardized Coefficients	*t*	*p*	Collinearity Diagnostics
	B	Std. Error	*Beta*			VIF
Constant	0.759	0.238	-	3.187	0.002**	-
CI	0.353	0.038	0.359	9.186	0.000**	1.024
TQ	0.265	0.043	0.246	6.171	0.000**	1.064
WF	0.165	0.040	0.163	4.144	0.000**	1.043
R^2	0.266					
Adjusted R^2	0.261					
F	F (3,493) =59.452, p=0.000					
Note: Dependent variable = UL						
*** p<0.05 ** p<0.01**						

From Table 7, it can be seen that US was used as the independent variable while UL was used as the dependent variable for the linear regression analysis, and from the table above, the model equation is: UL = 1.708 + 0.550*US, and the model R-squared value is 0.295, which means that US explains the cause of 29.5% of the variation in UL. The F-test of the model found that the model passed the F-test (F=207.454, p=0.000<0.05), which means that the US will definitely have an impact relationship on the UL, and the final specific analysis shows that: the regression coefficient value of the US is 0.550 (t=14.403, p=0.000<0.01), which means that the US will have a significant positive impact relationship on the UL. Accordingly, it can be seen that all of US will have a significant positive influence relationship on UL, i.e. H7 is established.

Table 7
Regression Analysis of User Loyalty and User Satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity Diagnostics
	B	Std. Error	*Beta*			*B*
Constant	1.708	0.150	-	11.395	0.000**	-
US	0.550	0.038	0.543	14.403	0.000**	1.000
R²	0.295					
Adjusted R²	0.294					
F	F ((1,495) = 207.454, p=0.000					
Note: Dependent variable = UL						
* p<0.05 ** p<0.01						

Mediating Effect Analysis

Table 8 shows that there are three models involved in the mediation effect analysis, as follows:
UL=0.759+0.265*TQ+0.353*CI+0.165*WF
US=0.816+0.151*TQ+0.249*CI+0.367*WF
UL=0.416+0.201*TQ+0.248*CI+0.010*WF+0.421*US

Table 8
The mediating role of user satisfaction in the relationship between e-service quality and user loyalty

	UL	US	UL
Constant	0.179	0.195	0.152
	（1.016）	（1.122）	（0.866）
E-SQ	0.949**	0.943**	0.816**
	（20.838）	（20.988）	（13.142）
US			0.142**
			（3.134）
R²	0.467	0.471	0.478
Adjusted R²	0.466	0.470	0.476
F	F (1,495) =434.241, p=0.000	F (1,495) =440.496, p=0.000	F (2,494) =225.903, p=0.000
Note: Dependent Variable = US			
**** p<0.05 ** p<0.01* Inside the parentheses is the value of t**			

From this, we can calculate the total effect c, a denoting the regression coefficient when X is on M, B denoting the regression coefficient when M is on Y, and a*b denoting the mediating effect, as expressed in

Table 9. The analysis shows that US partially mediates between CI and UL, between TQ and UL, and fully mediates between WF and UL, from which it can be concluded that H8 (a-c) is established.

Table 9
Summary of intermediation test results

Items	c Total Effect	a	b	a*b Mediation Effect	a*b (Boot SE)	a*b (z)	a*b (p)	a*b (95% Boot CI)	c' Direct Effect	Result
TQ=>US=>UL	0.265**	0.151**	0.421**	0.063	0.020	3.173	0.002	0.021 ~ 0.100	0.201**	Partial Mediation
CI=>US=>UL	0.353**	0.249**	0.421**	0.105	0.025	4.165	0.000	0.061 ~ 0.160	0.248**	Partial Mediation
WF=>US=>UL	0.165**	0.367**	0.421**	0.155	0.028	5.478	0.000	0.103 ~ 0.212	0.010	Full Mediation
* $p<0.05$ ** $p<0.01$										
bootstrap type = Percentile Bootstrap Method										

Findings of Quantitative Analysis
Based on the data analysis of the questionnaire survey, this chapter explores the effects of translation quality, cultural identity and website familiarity on WebNovel user loyalty and verifies the mediating role of user satisfaction. Through quantitative research, all hypotheses are verified, further confirming that improving translation quality, enhancing cultural identity and improving website familiarity can effectively increase user satisfaction and ultimately promote user loyalty.

The results of regression analysis show that translation quality, cultural identity and website familiarity all have a significant positive effect on user satisfaction, while user satisfaction plays a significant mediating role between the independent variables and user loyalty. This means that optimizing translation quality to make the content more fluent and accurate and to take into account the language habits of the target users; enhancing cultural identity to create emotional resonance in the reading process; and improving the ease of use and familiarity of the website to make it easier for users to access and consume the content can all effectively increase the overall satisfaction of the users, which will in turn enhance their loyalty to the platform. The results of this study not only confirm the rationality of the theoretical framework but also provide empirical support for WebNovel to optimize user experience and improve market competitiveness.

Optimization Paths for WebNovel: Learning from Jinjiang Literature City's Experience Jinjiang Literature City

Founded on August 1, 2003, Jinjiang Literature City is a well-known female-oriented web novel platform in mainland China (Lu, 2023; Wang, 2022). It is known for its original online novels, especially works with romance themes, and mainly provides user-authored novel content (Feng, 2013; Wang, 2022). With more than 100 million daily page views and 2.2 million daily active log-in users, Jinjiang Literary City is ranked 47th in Chinese language websites and 3rd in novels, demonstrating its extensive influence in the Chinese language web novel market (*Jjwxc.Net*, 2025).

However, the platform has faced the problem of declining user loyalty. According to People's Daily in 2018, Jinjiang Literary City's website ranking dropped from 1626 to 1884, while its website traffic ranking fell from 1842 to after 2300, suggesting a significant user loss (Zheng, 2019), and the lack of diversity leads to the loss of some users. Damage to the rights and interests of creators also affected platform ecology. In 2019, Jinjiang introduced a policy of charging for modifying chapters, which increased the cost of modification for authors and triggered dissatisfaction, and some authors flowed to competing platforms (Yang, 2019), which in turn affected the supply of content and weakened user loyalty.

In addition, poor user management and public relations response further exacerbated the trust crisis. On July 31, 2019, the platform canceled the modification fee policy but did not provide compensation or apology and lacked a transparent user communication mechanism (Yang, 2019). User trust declined and some loyal users went to competitors, leading to further exacerbation of user churn.

Reasons for choosing Jinjiang Literary City as a paradigm

Jinjiang Literature City serves as a strong reference for WebNovel due to their similarities in platform positioning, user demographics, and challenges. Both platforms focus on female-oriented literature, particularly in romance and fantasy (Du, 2023; Wang, 2022; Wang & Zhao, 2022), and adopt a user-generated content (UGC) model, where most works are uploaded by online creators, fostering a unique creative ecosystem (Elkin-Koren, 2010; He et al., 2022; Lee et al., 2024; Ruhama & Nilandari, 2023; Yoesoef, 2020; S. Zhang & Wu, 2024). Their user demographics are also similar. Building upon previous studies, Jinjiang's users are primarily female (51.92% aged 19-25, 28.85% aged 26-30), with a high education level (71.16% holding a bachelor's degree or above). Romance (57.69%) and fantasy (46.15%) are the most popular genres. Figure 4,Figure 5 and Figure 6 illustrate this information. Similarly, WebNovel's users are mostly young adults (19-30 years old), with 57.8% female and 42.2% male users, and fantasy and romance being the dominant genres (Chen, 2021).

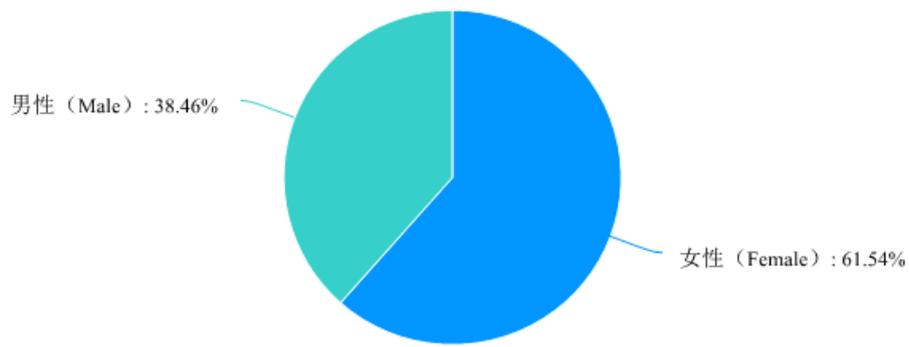Table 10 provides a summary of their similarities.

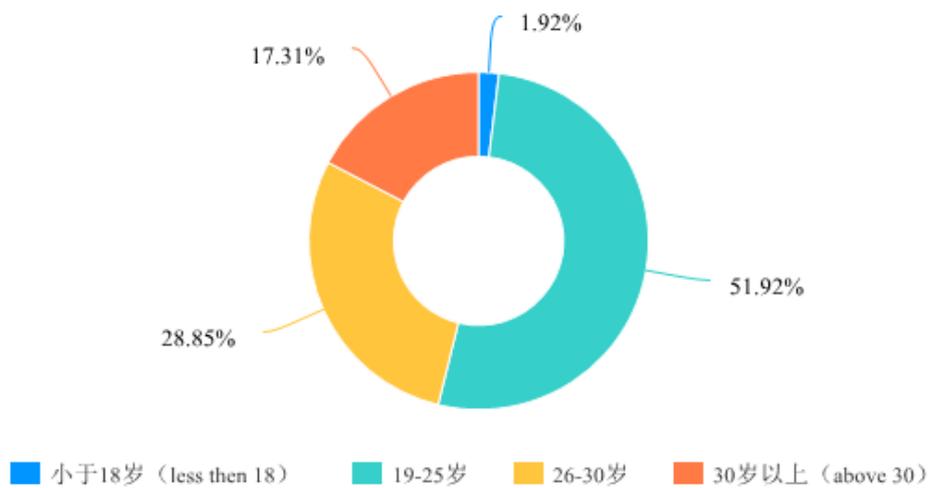Figure 4 Gender ratio of users of Jinjiang Literature City

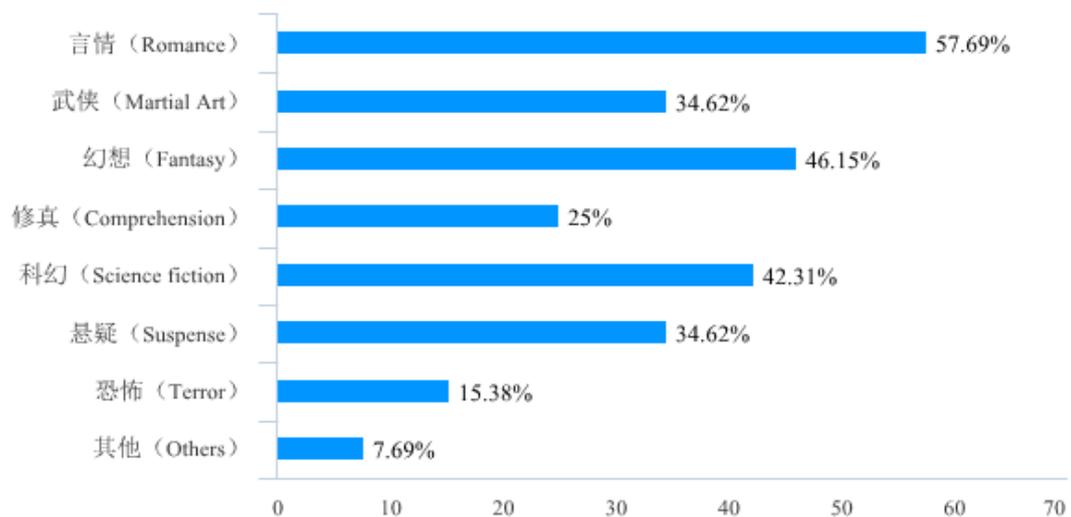Figure 5 Age distribution of users in Jinjiang Literature City

Figure 6 User Reading Preferences in Jinjiang Literature City

Table 10
Similarity Comparison between Jinjiang Literature City and WebNovel

Comparison Dimension	Jinjiang Literature City	WebNovel	Description
Platform Positioning	Mainly female-oriented works, covering romance, fantasy, youth, etc	Mainly focus on romance and fantasy, targeting the global market	Both rely on user-generated content (UGC) and target female readers
User Groups	The main user groups are young women aged 19-30, with higher education level	Main user groups are young women aged 19-30 in Southeast Asia and North America	The user groups are highly overlapping, with strong reading interest and paying ability
Content Characteristics	Romance accounts for 72% of the total, with a relatively homogenous content type	Mainly romance and fantasy, lack of other types of works	Both have the problem of insufficient content diversity

The Strategies Implemented by Jinjiang Literature City to Enhance User Loyalty

Based on the analysis of Internet information and other literature, this paper summarizes the strategies implemented by Jinjiang Literature City to enhance user loyalty in relation to cultural identity, translation quality, and site familiarity (Tao, 2024). In terms of improving translation quality, Jinjiang Literary City adopts the model of "AI translation + human proofreading" to improve translation efficiency and quality (Numerology, 2022). In addition, they work with overseas partners to localize and optimize the translated content by people who are familiar with the online works to ensure that the works are in line with the reading habits and cultural background of local readers (Lv, 2024). In terms of enhancing cultural identity, Jinjiang Literature City, when recommending works to overseas countries, conducts in-depth studies of the national conditions, beliefs and policies and regulations of the cooperating countries, and grasps the preferences and popular trends of the local people in order to recommend works in a targeted manner (Lv, 2024). This approach helps to enhance the cultural identity of work for overseas readers. In terms of enhancing the familiarity of the site, Jinjiang Literature City plans to launch an overseas site to meet the needs of overseas users (Numerology, 2022). In addition, they focus on optimizing the speed and user experience of the site and improving the reliability and stability of the site (Dangtaru, 2020). Based on the successful experience of Jinjiang Literature City, WebNovel can adopt the following strategies:

Improve translation quality: Adopt the mode of "AI translation + human proofreading" to improve translation efficiency and quality. At the same time, WebNovel cooperates with people who are familiar with web novel to optimize the translation content locally to ensure that it meets the cultural background and reading habits of the target market.

Enhance cultural identity: conduct in-depth research on the culture, beliefs, policies and regulations of the target market, understand the preferences and trends of local readers, and recommend works in a targeted manner to enhance readers' sense of cultural identity.

Improve website familiarity: Optimize website design and navigation structure to enhance user experience. Ensure the stability and reliability of the website on different devices so that users can easily access and browse the website content.

By implementing the above strategies, WebNovel is expected to enhance user satisfaction and loyalty and occupy a more favorable position in the global web novel market.

Table 11 summarizes these strategies.

Optimization Strategies for WebNovel
Based on the successful experience of Jinjiang Literature City and the current situation of WebNovel, optimization can be carried out in three aspects: translation quality, cultural identity, and website familiarity. Through these optimization strategies, WebNovel can improve translation quality, enhance cultural identity, and improve website familiarity, thus increasing user loyalty (Jyh-Jeng et al., 2019; Kaya et al., 2019; Zeng & Richardson, 2016b, 2016a). These improvements will not only enhance WebNovel's user experience, but also help it occupy a more favorable competitive position in the global web novel market (Reinecke & Bernstein, 2011; Rukshan et al., 2021; Simonis, 2024; Singh, 2012; Zhao, 2021).

Table 11
Summarize the Key Issues of Webnovel and the Strategy to Deal with Them

Key Issues	Current Problems	Improvement Program
Translation Quality	The quality of translation varies, and some works are translated stiffly, affecting the reading experience	**AI translation pre-processing:** utilize neural network translation (e.g. DeepL, Google Neural Machine Translation) for preliminary translation to improve translation efficiency
		Human editing and optimization: establish a professional editing team to touch up the AI translated content to make the language more in line with the reading habits of the target market
		Sub-chapter crowdsourcing review: Allow translation teams or readers to make changes to published chapters to improve translation quality.
	Translation styles are not uniform, and the translation styles of different chapters of the same book vary greatly	**Writing a style guide:** formulate translation specifications, including terminology unification, grammar rules, sentence structure, etc.
		Terminology database: establish a specialized terminology database to ensure consistent translation of terms unique to Internet literature (e.g. immortal cultivation, system, aura recovery, etc.)
		Implementation of Quality Audit Mechanism: Senior translators conduct final audits of the works to ensure translation quality stability
Cultural Identity	The cultural background of some works is difficult to understand, reducing the sense of immersion for overseas readers	**Adaptation of cultural background:** For contents related to traditional Chinese culture (e.g. festivals, historical allusions, customs, etc.), footnotes should be added, or more comprehensible expressions should be used
		Character name processing: Supporting characters' names can be localized (e.g. "Zhang Wei" is translated as "David Zhang"), but the main character remains original to maintain the cultural characteristics
		Optimization of storyline: add notes or make slight adjustments to overly localized plots (e.g. the imperial examination system, ancient official positions) to make them fit the understanding habits of overseas readers

	WebNovel language support is limited, and readers of other languages are restricted	**Expanding the multilingual market:** based on the foundation of English translation, expand to Spanish, French, German, etc. to improve coverage
		Use AI for basic translation: for small language markets (e.g. Thai, Turkish), use AI for preliminary translation, then adjust by localization team to reduce translation cost
Website Familiarity	Complicated navigation interface makes it difficult for new users to quickly find the content they are interested in	**Optimize the navigation bar:** Streamline the navigation menu and optimize it to "Home", "Library", "Ranking", "Personal bookshelf", "Community", etc. to make the classification clearer. Optimize the navigation bar: optimize the navigation menu to "Home", "Library", "Ranking", "Personal Bookshelf", "Community", etc., which makes the classification more clear.
		Add "Guess Your Favorite" recommendation: use AI algorithm to analyze users' reading history and recommend personalized book lists, reducing the time users spend on searching for new books
		Enhance search function: add search options filtered by book type, author and rating to improve search efficiency

Expert Validation and User Feedback
In the final stage, I invited four experts to evaluate my proposed strategy. All experts rated most of the optimization solutions as Perfect Match, especially in terms of translation quality, website optimization, loading speed, and mobile experience, and considered these strategies to be effective in increasing user satisfaction and loyalty. Some experts were cautious about cultural identity and content localization, as well as AI translation and localization market expansion, mainly because of potential challenges in terms of language suitability and reader preference, especially in terms of translation quality for non-English languages. Feedback on the results is presented in the

Table 12. Overall, the main direction of the strategy is correct, although more fine-tuning and optimization may be needed in the implementation process, especially in terms of multilingual market expansion, translation quality assurance, and accuracy of the recommendation system.
PM= Perfect Match, M=Moderate Match, NM=Not Match

Table 12
Summary of the Validators review

Key Issues	Current Problems	Improvement Program	Comment			Revision
			PM	M	NM	
Translation Quality	The quality of translation varies, and some works are translated stiffly, affecting the reading experience	**AI translation pre-processing:** utilize neural network translation (e.g. DeepL, Google Neural Machine Translation) for preliminary translation to improve translation efficiency	2	2	0	Validator 3 believes that the effectiveness of AI processing in the translation process still needs to be monitored. Validator 4 believes that cost
		Human editing and optimization: establish a				

		professional editing team to touch up the AI translated content to make the language more in line with the reading habits of the target market				issues need to be considered.
		Sub-chapter crowdsourcing review: Allow translation teams or readers to make changes to published chapters to improve translation quality.				
	Translation styles are not uniform, and the translation styles of different chapters of the same book vary greatly	**Writing a style guide:** formulate translation specifications, including terminology unification, grammar rules, sentence structure, etc.	3	1	0	Validator 2 emphasized the cost of managing large terminology databases for various works.
		Terminology database: establish a specialized terminology database to ensure consistent translation of terms unique to Internet literature (e.g. immortal cultivation, system, aura recovery, etc.)				
		Implementation of Quality Audit Mechanism: Senior translators conduct final audits of the works to ensure translation quality stability				
Cultural Identity	The cultural background of some works is difficult to understand, reducing the sense of immersion for overseas readers	**Adaptation of cultural background:** For contents related to traditional Chinese culture (e.g. festivals, historical allusions, customs, etc.), footnotes should be added, or more comprehensible expressions should be used	3	1	0	Validator 4 mentions that localization needs to be measured because some readers want to learn about different cultures through web novels.
		Character name processing: Supporting characters' names can be localized (e.g. "Zhang Wei" is translated as "David Zhang"), but the main character remains original to maintain the cultural characteristics				

		Optimization of storyline: add notes or make slight adjustments to overly localized plots (e.g. the imperial examination system, ancient official positions) to make them fit the understanding habits of overseas readers				
	WebNovel language support is limited, and readers of other languages are restricted	**Expanding the multilingual market:** based on the foundation of English translation, expand to Spanish, French, German, etc. to improve coverage	2	2	0	Validator 1 and Validator 3 both expressed concerns about the quality of AI-generated translations in small languages.
		Use AI for basic translation: for small language markets (e.g. Thai, Turkish), use AI for preliminary translation, then adjust by localization team to reduce translation cost				
Website Familiarity	Complicated navigation interface makes it difficult for new users to quickly find the content they are interested in	**Optimize the navigation bar:** Streamline the navigation menu and optimize it to "Home", "Library", "Ranking", "Personal bookshelf", "Community", etc. to make the classification clearer. Optimize the navigation bar: optimize the navigation menu to "Home", "Library", "Ranking", "Personal Bookshelf", "Community", etc., which makes the classification more clear.	4	0	0	All validators endorsed this strategy
		Add "Guess Your Favorite" recommendation: use AI algorithm to analyze users' reading history and recommend personalized book lists, reducing the time users spend on searching for new books				
		Enhance search function: add search options filtered by book type, author and rating to improve search efficiency				

To further validate the feasibility of my proposed optimization strategy, I distributed a large number of questionnaires to WebNovel's user community, and a total of 308 review responses were returned. These user responses came from readers and creators of different backgrounds, ensuring a broad and representative sample. Overall, user feedback on the optimization strategy was positive and positive, with a majority of users strongly supporting the improvements made to site optimization, loading speed and translation quality.

Table 13 summarizes the user feedback results, which can also be cross validated with the expert review.

Table 13
Summary of user feedback

Key Issues	Current Problems	Improvement Program	User feedback	Comment			Revision
				PM	M	NM	
Translation Quality	The quality of translation varies, and some works are translated stiffly, affecting the	**AI translation pre-processing:** utilize neural network translation (e.g. DeepL, Google Neural Machine Translation) for preliminary translation to improve	PM:86%	265	34	9	Some users believe that AI translations still have accuracy issues, especially those related to cultural context.

reading experience	translation efficiency					
	Human editing and optimization: establish a professional editing team to touch up the AI translated content to make the language more in line with the reading habits of the target market					
	Sub-chapter crowdsourcing review: Allow translation teams or readers to make changes to published chapters to improve translation quality.					
Translation styles are not uniform, and the translation styles of different chapters of the same book vary greatly	**Writing a style guide:** formulate translation specifications, including terminology unification, grammar rules, sentence structure, etc.	PM:90% M: 8% NM:2%	277	25	6	Users have suggested that the implementation of terminology repositories may be difficult to keep up with given the volume of translated work
	Terminology database: establish a specialized terminology database to ensure consistent translation of terms unique to Internet literature (e.g. immortal cultivation, system, aura recovery, etc.)					
	Implementation of Quality Audit Mechanism:					

		Senior translators conduct final audits of the works to ensure translation quality stability				
Cultural Identity	The cultural background of some works is difficult to understand, reducing the sense of immersion for overseas readers	**Adaptation of cultural background:** For contents related to traditional Chinese culture (e.g. festivals, historical allusions, customs, etc.), footnotes should be added, or more comprehensible expressions should be used	PM:82% M: 13% NM:5%	253	40	15	Some users believe that excessive localization may affect the uniqueness of the work and that it is better to maintain the cultural originality
		Character name processing: Supporting characters' names can be localized (e.g. "Zhang Wei" is translated as "David Zhang"), but the main character remains original to maintain the cultural characteristics				
		Optimization of storyline: add notes or make slight adjustments to overly localized plots (e.g. the imperial examination system, ancient official positions) to make them fit the understanding habits of overseas readers				
	WebNovel language support is	**Expanding the multilingual market:** based on	PM:87% M: 9% NM:4%	268	28	12	Some users are concerned about the accuracy of

	limited, and readers of other languages are restricted	the foundation of English translation, expand to Spanish, French, German, etc. to improve coverage					cross-cultural translations, especially for some small language markets with large cultural differences
		Use AI for basic translation: for small language markets (e.g. Thai, Turkish), use AI for preliminary translation, then adjust by localization team to reduce translation cost					
Website Familiarity	Complicated navigation interface makes it difficult for new users to quickly find the content they are interested in	**Optimize the navigation bar:** Streamline the navigation menu and optimize it to "Home", "Library", "Ranking", "Personal bookshelf", "Community", etc. to make the classification clearer. Optimize the navigation bar: optimize the navigation menu to "Home", "Library", "Ranking", "Personal Bookshelf", "Community", etc., which makes the classification more clear.	PM:91% M: 7% NM:2%	280	22	6	Users are concerned that personalized recommendations may limit their scope of exploration and believe that platforms should maintain some freedom of exploration.
		Add "Guess Your Favorite" recommendation: use AI algorithm to analyze users' reading history and recommend personalized book					

		lists, reducing the time users spend on searching for new books				
		Enhance search function: add search options filtered by book type, author and rating to improve search efficiency				

Conclusion

The purpose of this study is to investigate how to improve user loyalty on the WebNovel platform by optimizing translation quality, cultural identity and website familiarity. The study first identifies the core problems faced by WebNovel in enhancing user loyalty through theoretical analysis, such as content homogenization, unstable translation quality, insufficient cultural adaptation and poor user experience (Cycho, 2019; R/noveltranslations, 2024). Subsequently, a series of specific optimization strategies are proposed in combination with the successful experience of Jinjiang Literature City, including the combination of AI translation and human editing, localization of cultural context, multilingual support, and optimization of website navigation. These strategies aim to improve translation quality, enhance users' cultural identity with the platform, and improve the overall user experience.

To verify the feasibility of these strategies, this study conducted cross-validation through two channels: expert review and user feedback. The expert review provided professional opinions and modification suggestions for each strategy, while the feedback from 308 WebNovel users verified the effectiveness of the strategies in practical application. The results show that most of the strategies were highly recognized by both experts and users, especially in the areas of translation quality improvement, site navigation optimization, and cultural adaptation, and user feedback indicated that these improvements could significantly enhance their reading experience and loyalty to the platform. However, some users are cautious about over-localization adjustments and the accuracy of AI translations, suggesting that these strategies need to be more carefully and flexibly adjusted in the process of implementation.

Although this study provides effective improvement strategies, there are still some limitations. First, the study was primarily based on feedback from the WebNovel user community and may not have adequately considered the needs of potential users or users in other regions. Second, although expert review and user feedback provide strong support, there are some biases in these two types of feedback, as experts' opinions may be limited by their academic backgrounds and users' feedback may be influenced by personal preferences. In addition, the long-term effectiveness and feasibility of some of the strategies need to be further verified.

Future research can focus on the following directions: first, A/B testing and long-term tracking studies can be conducted to evaluate the actual effects of optimization strategies, especially the sustained impact on improving user loyalty. Second, future research can expand the sample size to include users from more regions and cultural backgrounds to further validate the generalizability of the strategy. Finally, with the continuous development of technology, AI translation and multi-language support technologies are also being updated, and more

advanced translation technologies and cross-cultural adaptation strategies can be explored in the future to better serve global users (Locatelli et al., 2023; Mbelekani & Bengler, 2023; Shahmerdanova, 2025; Zaki & Ahmed, 2024).

Overall, this study provides actionable optimization suggestions for WebNovel and theoretical support and practical guidance for similar platforms to enhance user loyalty in the future. By continuously optimizing platform experience and user interaction, WebNovel can occupy a more solid position in the fierce global web novel market.

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