

Factors Influencing the Satisfaction of Harbin Seniors with Seasonal Retirement Living in Sanya

Mingyang Liu^{1*} | Krisana Kitcharoen² | Bhumiphat Gilitwala³

^{1,2,3}Assumption University of Thailand, Bangkok, Thailand.

*Corresponding Author: 517317719@qq.com

Citation: Liu, M., Lotjarpem, K. & Gilitwala, B. (2026). Factors Influencing the Satisfaction of Harbin Seniors with Seasonal Retirement Living in Sanya. *International Journal of Advanced Research in Commerce, Management & Social Science*, 09(01(1)), 195–203. [https://doi.org/10.62823/IJARCMSS/9.1\(1\).8648](https://doi.org/10.62823/IJARCMSS/9.1(1).8648)

ABSTRACT

The factors that contribute to the happiness of Harbin's senior citizens who take part in Sanya, China's seasonal retirement lifestyle are the focus of this article. As population aging rapidly increases, and seasonal migration among older adults is on the rise, there has been a growing interest in the determinants of satisfaction in this respect. A quantitative research design was chosen and 450 elderly respondents aged above 60 and had more than ten days of stay in Sanya during the last three years were chosen to collect the data. General satisfaction was one of five primary outcomes evaluated using a structured questionnaire with self-rated health, perceived quality, the natural environment, and social involvement. After that, we used Jamovi to examine the data. This program has features like multiple linear regression, descriptive statistics, and reliability analysis. The findings suggest that the four factors all cause a strong positive impact on satisfaction with a high explanatory power ($R^2 = 0.920$). Self-rated health has the highest level of influence, then comes social participation, natural environment, and perceived quality. These results indicate that the satisfaction of aging seasonal migrants is the outcome of the joint influence of both personal and environmental conditions. This study enriches the current literature by providing empirical data based on the unique migratory pattern between Harbin and Sanya and expanding upon previous research on the factors that contribute to the happiness of the elderly during seasonal retirement life. In order to improve health support, service quality, environmental design, and social engagement possibilities for the elderly, the findings have important policy and service provider implications.

Keywords: Seasonal Retirement Living, Self-Rated Health, Perceived Quality, Natural Environment, Satisfaction.

Introduction

Over the past few years, there has been a high rate of aging of the population in China, a factor that has had a profound impact on the lifestyle choices and its effects on the retirement requirements of the elderly population (National Bureau of Statistics of China, 2023; World Health Organization [WHO], 2015). Among such trends is the increasing readiness of the elderly population to move out of the north and settle in warmer cities of the south in winters. Poor climatic conditions, few outdoor pursuits and adverse impacts of cold weather on chronic conditions mean that most of the seniors are seeking better and more comfortable living conditions in coastal locations. This has seen the introduction of seasonal retirement living which is an indication of a change towards mobility, adaptability of climate and flexible ways of living.

Sanya is one of the hottest future destinations of old-aged migrants, especially the ones of Harbin. It has an advantageous climate, high quality of the environment, and well-developed medical and community services, which greatly contribute to the enhancement of physical and psychological health (Wu et al., 2024). Nonetheless, the growing population of seasonal retirees has also caused some concerns associated with the quality of the provided services, the possibility of healthcare access, environmental adaptation, and integration into the social community. With these challenges, the need to consider elderly satisfaction as a challenged issue, both practically and academically, is emphasized.

In comparison with standard elderly care models, seasonal retirement living is marked with temporary living, mobility across the regions and varied lifestyle demands. Environmental variables, service quality, social contact, and an individual's health state are among the many aspects that influence the lives of elderly migrants (Chou et al., 2003). An individual's mental health and level of social engagement are two of the most important factors in determining their overall happiness and contentment.

This paper will thus discuss the important determinants that affect the satisfaction of Harbin seniors who are involved in seasonal retirement in Sanya. By focusing on four dimensions—self-rated health, perceived quality, the natural environment, and social participation—the research hopes to provide practical implications for improving retirement services and helping the Chinese seasonal retirement industry flourish sustainably.

Statement of Problems

A high rate of population aging is being witnessed in China (National Bureau of Statistics of China [NBS], 2023), and more and more older citizens of Harbin prefer to spend seasonal holidays in Sanya as their retirement location. In case of the elderly, the satisfaction levels are directly related to the quality of services, the living expenses, health assistance, and integration into society when staying in the short term (Chou et al., 2003). With the emerging competition between the cities in the south in the attraction of the elderly migrants, Sanya remains a top choice. This points to the necessity to examine the reasons that made Sanya unique and what aspects have the greatest impact on the satisfaction of the seasonal residents of Harbin (the elderly).

Research Objectives

[RO1]: To determine the most important aspects of satisfaction among the elderly residents of Harbin who live in Sanya in seasonal retirement.

[RO2]: To recommend to policymakers and eldercare givers ways of maximising their service models to further increase the satisfaction of Harbin elderly in Sanya.

Review of Related Literature and Hypotheses Development

Literature Review

This study's theoretical approach is based on four earlier investigations that looked at the connection between health, quality of life, the environment, and social engagement.

Titled "Self-rated health and life satisfaction among elderly migrants in China: ", the first theoretical source is an article by Zhang et al. (2022). The mediating role of resilience and the moderating role of intergenerational support. With an emphasis on the psychological effects of one's perception of their own health, this study demonstrated that self-rated health (SRH) is a significant predictor of life satisfaction among Chinese senior migrants.

Perceived service quality in relation to care for the elderly is the second theoretical foundation. Research has shown that the level of satisfaction among older residents is significantly influenced by their perceptions of quality, including healthcare service quality, living experience, and service support (Chou et al., 2003). This further demonstrates how crucial service quality is for making sound decisions and experiencing happiness in life.

Citing "Effects of the natural environment on the subjective and psychological well-being of older people in the community in China" Gong et al. (2024), the third theoretical model is derived from. This research provided empirical evidence that characteristics associated to the environment, such as air quality, soundscape, vegetation, and bodies of water, directly affect the life satisfaction of older population members.

Wu et al. (2024), in their study "Enjoying the golden years: social participation and life satisfaction among Chinese older adults," provides the theoretical groundwork for the fourth source as

well. Including at-risk seniors, the authors demonstrated that life satisfaction increases in relation to social support, decreases in loneliness, and perceptions of health. The publications included in this research all add to the conceptual framework shown in Figure 1.

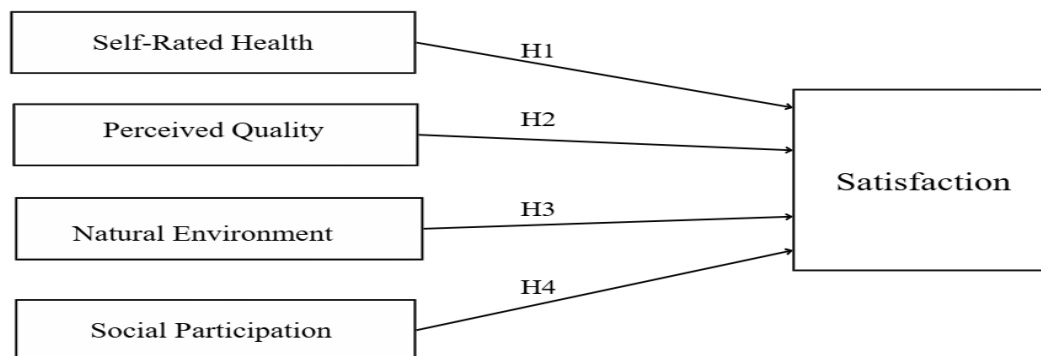


Figure 1: A Theory of What Makes Seasonal Retirement Living in Sanya Satisfying for Elders from Harbin.

Source(s): The authors' own work

Research Hypotheses

- H₁:** Self-Rated Health has a significant positive influence on the satisfaction of Harbin seniors seasonal retirement Living in Sanya.
- H₂:** Perceived Quality has a significant positive influence on the satisfaction of Harbin seniors seasonal retirement Living in Sanya.
- H₃:** Natural Environment has a significant positive influence on the satisfaction of Harbin seniors seasonal retirement Living in Sanya.
- H₄:** Social Participation has a significant positive influence on the satisfaction of Harbin seniors seasonal retirement Living in Sanya.

Methodology of Research

Research Design

As is typical in the social sciences, the research study used a quantitative technique. Mathematical frameworks in the fields of psychology, sociology, and economics are the focus of this approach (Ahmad et al., 2019).

Respondents and Sampling Procedures

People in their 60s and 70s from Harbin, Heilongjiang Province, who take part in seasonal retirement in Sanya, Hainan, will be the focus of this article. Prolonged and harsh winters define the northeastern Chinese city of Harbin, limiting options for outdoor activities and negatively impacting the health of the elderly. Sanya, conversely, does have a pleasant climate, lots of healthcare and wellness facilities, and other amenities that appeal to the elderly, which makes it one of the most common temporary relocation places of the elderly. Since Harbin has a high population of the aging population and winter migration is on the rise, the present study explores the satisfaction of the elderly seasonal retirees and the four important variables that have been identified as a significant influencing factor, namely Self-Rated Health, Perceived Quality, Natural Environment, and Social Participation.

The Pilot Test and the Development of Research Instrument (Questionnaire Design)

The survey used by the researcher was intended to target elderly residents living in Harbin of 60 years and older who had at least ten days stay in Sanya in the past three years. Since the respondents were all elderly Chinese people, the questionnaire consisted of 31 items divided into three parts: screening questions, demographic information, and a 5-point Likert scale. It was developed using a Chinese web platform. Qualified respondents were used to gather data covering a one and a half month time frame and about 450 respondents. Table 1 illustrates the form of the questionnaire.

Table 1: Questionnaire Design

No.	Types of Questions	Number of Questions	Questionnaire Scales
Part I	Screening Questions	3	Simple Category Scale Multiple Choice
Part II	Demographic Information	8	Multiple Choice, (Single response)
Part III	Measurement of Variables	20	5-Point Likert

Source(s): The authors' own work

The concept proposed by Krejcie and Morgan (1970) was used to determine an appropriate sample size. With a target audience of over 100,000 senior inhabitants in Harbin, a minimum of 385 participants was required. Thus, some 500 questionnaires have been distributed to receive at least 450 legitimate responses and increase the accuracy and representativeness of the results.

A snowball sampling approach, which is a type of non-probability sampling, was applied to identify the respondents, consisting of snowball and convenience, the sampling strategy that targeted those who have spent over ten days in Sanya in the past three years. The collection of data was done via the Questionnaire Star online platform via the survey links and QRs. The research tool would be a set of 31 questions in three parts: screening questions to verify the eligibility of the participants, demographic data and a set of five questions in a 5-point Likert scale to assess the five research variables.

A pilot test was done on 30 respondents before the actual survey to test the clarity, consistency and applicability. With Cronbach's alpha ratings higher than 0.80, all of the constructs demonstrated high levels of internal consistency, a measure of dependability. since of this, and since Table 2 shows, the instrument was suitable and valid for primary data collection.

Table 2: Cronbach's Alpha Test

Variables	Cronbach's Alpha	Number of Items	Results
Self-Rated Health	0.882	4	Good
Perceived Quality	0.948	4	Excellent
Natural Environment	0.939	4	Excellent
Social Participation	0.959	4	Excellent
Satisfaction	0.870	4	Good

Analysis and Presentation of Findings

Descriptive Analysis of Demographic Factors

Four hundred and fifty people who were of retirement age and have experienced seasonal retirement in Sanya provided the demographic data. This study takes into account the following demographic variables: gender, age, marital status, main source of income, monthly personal income, average stay in Sanya, lodging type, and companions during their stay in Sanya. Tables 2 demonstrate that out of the total number of respondents, 57.6% were female and 42.4% were male. Respondents' ages ranged from 60 to 64 for 49.3% and 65 to 69 for 41.1 percent. When asked about their marital status, 75.8% of respondents said they were married, while 21.6% said they were divorced. Of those who took the survey, 90.4% relied on pension income, while 42.0% reported a monthly income of RMB 5,000–7,999.

Regarding seasonal living, 38.2 per cent of them lived in Sanya between three and six months, and 36.0 per cent lived in Sanya between one and three months. More than 56.4% of the participants (56.4) lived in their own homes, and 25.3% lived in rented apartments or homestays. In regards to company whilst staying 49.3% came with spouse, 30.9% were alone and 10.0% were with friends or relatives.

Hypothesis Testing Result

Table 3: Multiple Linear Regression

Predictor	B	SEB	t	p	VIF
Self-Rated Health(H1)	.6223	.0306	20.32	<.001*	5.42
Perceived Quality(H2)	.069	.0247	2.8	0.005	4.32
Natural Environment(H3)	.1286	.0331	3.88	<.001*	6.03
Social Participation(H4)	.1468	.0296	4.97	<.001*	5.78

Note: R=.959, R² = .920, p<.05. DependentVariable=Satisfaction

Source(s): The authors' own work

In order to find out how factors like social participation, self-rated health, perceived quality, and the natural environment affect the happiness of Harbin seniors who live in Sanya for the summer, researchers used multiple linear regression analysis. In terms of the total percentage of variation in satisfaction that was explained by the four predictors, the value of R was 0.959 and the value of R² was 0.920, indicating a strong degree of fit in the regression model. The model showed a p-value of less than 0.05, which indicates that these factors are good indicators of retirement satisfaction in relation to seasonal migration.

The four factors significantly and positively impacted satisfaction, as shown in Table 3. The perceived health status is a crucial component that impacts the well-being of the elderly in Sanya, as demonstrated by the greatest influence on Self-Rated Health ($\beta = 0.6223$, $p < .001$). A substantial level of contribution was also shown by social participation ($\beta = 0.1468$, $p < .001$), indicating that social involvement significantly contributes to the rates of life rating. Natural Environment ($b = 0.1286$, $p < .001$) and Perceived Quality ($\beta = 0.069$, $p = .005$) also had a significant role, highlighting the significance of environmental comfort and service quality. These results lend credence to the idea that factors related to health, the environment, services, and social support might influence the level of happiness experienced by seasonal migrants in their twilight years..

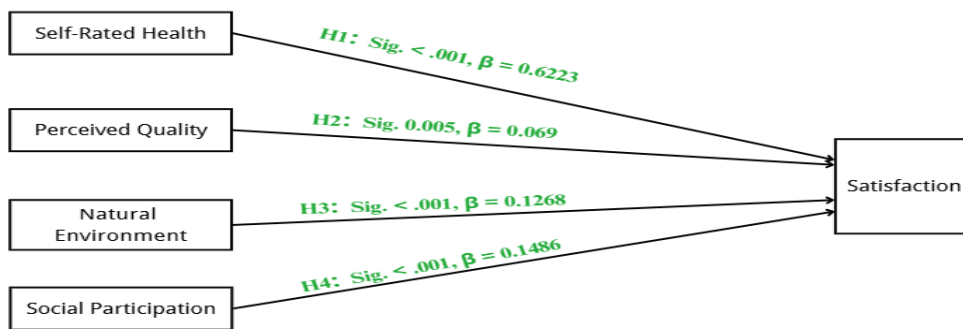


Figure 2: The Result of Structural Model

Source(s): The authors' own work

The level of pleasure among the elderly Bula seasonal retirees in Sanya is strongly influenced by self-rated health, perceived quality, the natural environment, and social participation (Figure 2). The strongest influence, with a beta coefficient of 0.6223 and a p-value less than .001, is the seniors' self-rated health, which indicates that they are very satisfied with their stay. The significance of perceived quality ($\beta = 0.069$, $p = 0.005$) further supports the idea that good evaluations of services enhance satisfaction. Similarly, the Natural Environment also exerts significant effect ($\beta = 0.1286$, $p < .001$), which implies that an agreeable climate and environmental factors place the seasonal experience of living in a more fulfilling way. Social Participation also supports satisfaction ($\beta = 0.1486$, $p < .001$), which means that older adults who become part of the community and are involved in community activities experience a greater level of well-being. Thus all the four hypotheses are accepted.

Discussion

Table 4: Strengths of Influence Factors of Each Independent Variable

Dependent Variables	Ranks	Independent Variables	Standardized coefficient β
Self-Rated Health	1st	Satisfaction	0.6223
Social Participation	2nd		0.1468
Natural Environment	3rd		0.1286
Perceived Quality	4th		0.0690

Source(s): The authors' own work

Table 4 shows that out of the four variables investigated, Self-Rated Health ($b = 0.6223$), Social Participation ($\beta = 0.1468$), Natural Environment ($\beta = 0.1286$), and Perceived Quality ($\beta = 0.0690$) are the best predictive of satisfaction. The results imply that environmental factors and services have less of an impact on seniors' happiness than their own health and social engagement.

Discussion and Implication

Findings indicate that the four independent variables—Self-Rated Health, Perceived Quality, Natural Environment, and Social Participation—have a positive relationship with the overall happiness of Harbin seniors during their Sanya seasonal retirement. Since each of the four factors significantly affected satisfaction in a favorable way, we can say that all four hypotheses were correct. This demonstrates that seniors were able to find satisfaction in the seasonal retirement situation due to their inclination towards subjective health perception, service experiences, environmental quality, and social participation.

Self-Rated Customer Satisfaction and Health

With the highest level of statistical significance ($p < .001$) and the largest standardized coefficient ($b = 0.6223$), Self-Rated Health (SHR) emerged as the top predictor of satisfaction. The present discovery is supported by literature as several research have shown that how older persons perceive their own health is a major factor in their happiness and contentment with life (Idler and Benyamini, 1997; Zhang et al., 2022). Seniors who feel healthy can easily adjust to seasonal migration, balance their psyches and indulge in daily activities without stress, thus improving their satisfaction. These results also lend credence to the processes emphasized by the Health Belief Model (Rosenstock, 1974) and the ecological model of aging (Lawton, 1975), respectively, which state that an individual's level of competence is associated with their ability to adapt to their living environment.

Customers and Quality Overview

Perceived Quality (PQ) was also observed to impact positively on satisfaction significantly ($p = 0.005$) with a standardized coefficient ($\beta = 0.069$). Though its power is less than that of other predictors, positive correlation serves to affirm that increase of perceived service quality has a significant role to play in increasing satisfaction of elderly seasonal retirees. This finding is consistent with the SERVQUAL model (Parasuraman et al., 1988) and the expectation-confirmation theory (Bhattacharjee, 2001; Oliver, 1980), which propose that satisfaction occurs when the expectations are met or surpassed when a service is performed. In a real sense, retirees who view quality services such as medical services, housing and meals, cleanliness and easy access to facilities, the quality of services serves as a central element in service evaluation and is a major factor in assessing Seasonal Retirement Living by the retirees.

Customer Satisfaction and Natural Environment

A significant positive impact on satisfaction was found on Natural Environment (NE), which was significant with a significantly high p-value ($p < .001$) and standardized coefficient ($\beta = 0.1286$). This attests to the fact that the quality of the natural setting around the elderly seasonal retiree meaningfully adds to the satisfaction. The finding aligns with the concepts of environmental psychology and environmental services theories, which underscore the importance of environmental qualities on physical and psychological health. The warm climate, clean air, plenty of trees and access to the sea not only give good physical comfort but also emotional relief, leading to relaxation, lessening stress and elevating mood. These natural resources also have the potential to reduce health risks among older adults and promote healthy aging. The results are consistent with Gong et al. (2024), who discovered that the presence of green areas, clean air, and available natural landscapes has a strong positive effect on the subjective well-being of the elderly. Moreover, a good natural environment promotes physical activities and socialization that indirectly increase overall satisfaction by enhancing social support and active lifestyles.

Social Participation and Customer Satisfaction

With a standardized coefficient ($\beta = 0.1468$) and a highly significant p-value ($p < .001$), Social Participation (SP) was shown to be a robust and positive predictor of satisfaction. The Activity Theory (Havighurst, 1961) and the Social Capital Theory (Coleman, 1988) are in agreement with this discovery since they both suggest that social networks and future engagement are important in old age. Reducing social isolation, increasing emotional connection, and fostering a feeling of belonging may be achieved by participation in social activities, joining social groups, attending neighborhood meetings, and communicating with others. The elderly's psychological health and happiness with their chosen seasonal retirement are both enhanced by the good social networks that are formed via this kind of participation, which may provide emotional support, practical assistance, and shared recreational activities. Wu et al. (2024) found that older persons who participate in social activities report better levels of life satisfaction.

They attributed this to the positive psychological resources, social support, and reduced loneliness that they experienced. In addition, being socially engaged may encourage better lifestyle choices and increased physical activity, which in turn boosts happiness, which in turn boosts autonomy, self-esteem, and the ability to adjust to one's new environment.

Conclusion and Recommendation

Conclusion

To analyze the determinants that are significant in the satisfaction of Harbin seniors engaged in seasonal retirement in Sanya, the researcher sought to look at the four dimensions, which are Self-Rated Health, Perceived Quality, Natural Environment, and Social Participation. A structured questionnaire was used to collect a total of 450 valid responses and multiple linear regression analysis was done to determine the effects of independent variables on satisfaction.

Chapter II proposes that the empirical findings have a lot of support to all hypotheses. Self-Rated Health (SHR) was the strongest predictor ($b > 0.62$, $p < 0.001$), which validated the hypothesis that feeling good about oneself health-wise is one of the predictors that allow older adults to better adjust to seasonal migration, experience less emotional instability, and eventually have more positive perceptions of their living experience. The participation in social activities (Social Participation-SP) had a significant positive effect on satisfaction. It was identified that active social network, leisure, and community participation helped alleviate loneliness, enhance social support, and develop the sense of belonging, which can be rated in the framework of the Activity Theory and Social Capital Theory. The Natural Environment (NE) also portrayed a significant impact, indicating that a good climate, clean air, and green-blue spaces that are available in Sanya help in the physical comfort, psychological relaxation, and restorative well-being of elderly seasonal residents. Whereas Perceived Quality (PQ) had a relatively low difference compared to the other three variables, it was found to have a significant positive influence on satisfaction. The quality of medical services, housing, and social amenities, and clean living conditions will improve the assessment of a retiree regarding their overall living experience, which is in favor of the SERVQUAL model and the Expectation Confirmation Theory.

Conclusively, the combined impact of the health perception, service quality, ecological livability, and social engagement determine satisfaction with seasonal retirement living. The results also have an empirical basis to enhance winter retirement services and create living conditions friendly to the elderly in China.

Recommendation

Recommendations for Government and Policymakers

The policies of seasonal retirees as suggested by the results of the research should be throughout in terms of health, environmental conditions, and quality of services. First, since the self-rated health is the best predictor of the satisfaction, the government must develop elderly friendly medical systems like tracking of chronic diseases, rehabilitation services, and emergencies to seasonal migrants. Second, the sustainability of physical and psychological health of retirees can be ensured through the preservation of Sanya to provide ecological resources, including air quality, coastal protection and green space in the city. Finally, regulations concerning the standards of service, such as accommodation, food safety, mobility services, emergency response, and public facilities, must be used to establish consistent and adequate service delivery of the elderly residents in terms of retirement.

Recommendations for Seasonal Retirement Service Providers

Health support, service quality, and social integration should be at the forefront of any service provider's mind when thinking about how to improve the everyday lives of older seasonal migrants. Providers should tailor their health management services to each patient's unique needs in order to increase patient satisfaction with their health outcomes (as measured by self-rated health), which includes preventative screenings, wellness programs, instruction on proper nutrition, and tracking of chronic conditions. These services can be used to ensure physical health and psychological stability. The quality of services provided should be improved by ensuring safe and elder-friendly housing, clean and hygienic surroundings, facilities that enable accessibility and quality daily services including meal delivery, housekeeping, transportation, and emergency services. A high level of service is directly linked to increased satisfaction and is one of the fundamental anticipations of elderly migrants. Since social participation plays a major role in bringing about satisfaction, a provider must craft activities that facilitate socialization, like cultural events, workshops, hobby clubs, and community volunteering programs. Such

activities aid in alleviating loneliness, boosting social belonging, and developing emotional attachment towards the destination. Service providers can provide a more holistic and fulfilling seasonal retirement experience by treating health, social, and environment as a comprehensive whole.

Limitations and Future Research

It is imperative that future research takes into account the study's limitations in terms of time, location, and sample size. First, we'll choose a random sample of all Sanya residents who are 60 and over. Thus, the applicability is restricted. To further understand the factors that influence migration choices and adaption behaviors across cities, future studies should include older migrants from inland provinces with varying economic status as well as other northeastern cities like Changchun and Shenyang.

Secondly, the research was conducted between 2022 and 2025, during the period of the pandemic's aftermath, which included recuperation, policy changes, and economic swings. In order to track the evolution of migratory patterns and levels of satisfaction over time, surveys that take many waves are necessary. This is especially true for programs aimed at the elderly and the Hainan Free Trade Port, which have long-term plans.

Lastly, the research just looks at the Harbin–Sanya route. There has to be research into other southern locations that attract retirees from the north (such as Xiamen, Kunming, Zhuhai, and Beihai) to see if there are differences in the weather, ecology, and services that affect satisfaction and destination choice.

References

1. Ahmad, M. B., Wasay, E., & Ullah, S. (2012). *Impact of Employee Motivation on Customer Satisfaction: Study of Airline Industry in Pakistan*. Ssrn.com. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2183591
2. Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
3. Chou, S.-C., Boldy, D. P., & Lee, A. H. (2001). Measuring Resident Satisfaction in Residential Aged Care. *The Gerontologist*, 41(5), 623–631. <https://doi.org/10.1093/geront/41.5.623>
4. Coleman, J. S. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology*, 94(94), 95–120.
5. Chen, S., & Liu, Y. (2019). The development of cross-regional elderly care in China: Policy and practice. *Population Research*, 43(6), 60–72.
6. Gong, K., Wang, C., & Yin, J. (2024). Effects of the Natural Environment on the Subjective and Psychological Well-Being of Older People in the Community in China. *Buildings*, 14(9), 2854. <https://doi.org/10.3390/buildings14092854>
7. Havighurst, R. J. (1961). Successful Aging. *The Gerontologist*, 1(1), 8–13. <https://doi.org/10.1093/geront/1.1.8>
8. Idler, E. L., & Benyamini, Y. (1997). Self-Rated Health and Mortality: A Review of Twenty-Seven Community Studies. *Journal of Health and Social Behavior*, 38(1), 21. <https://doi.org/10.2307/2955359>
9. Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30(3), 607–610. <https://doi.org/10.1177/001316447003000308>
10. Lawton, M. P. (1975). The Philadelphia Geriatric Center Morale Scale: A Revision. *Journal of Gerontology*, 30(1), 85–89. <https://doi.org/10.1093/geronj/30.1.85>
11. National Bureau of Statistics of China. (2023, February 28). *STATISTICAL COMMUNIQUÉ OF THE PEOPLE'S REPUBLIC OF CHINA ON THE 2022 NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT*. [www.stats.gov.cn](http://www.stats.gov.cn/english/PressRelease/202302/t20230227_1918979.html). https://www.stats.gov.cn/english/PressRelease/202302/t20230227_1918979.html
12. Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>

13. Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988, January). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. ResearchGate. https://www.researchgate.net/publication/225083802_SERVQUAL_A_multiple-Item_Scale_for_measuring_consumer_perceptions_of_service_quality
14. Rosenstock, I. M. (1974). Historical Origins of the Health Belief Model. *Health Education Monographs*, 2(4), 328–335. <https://doi.org/10.1177/109019817400200403>
15. World Health Organization. (2015). *World report on ageing and health*. World Health Organization.
16. Wu, M., Yang, D., & Tian, Y. (2024). Enjoying the golden years: social participation and life satisfaction among Chinese older adults. *Frontiers in Public Health*, 12. <https://doi.org/10.3389/fpubh.2024.1377869>
17. Zhang, L., Hou, Y., Wang, H., & Yao, J. (2022). Self-Rated Health and Life Satisfaction among Elderly Migrants in China: A Moderated Mediation Model of Resilience and Upward Intergenerational Support. *International Journal of Environmental Research and Public Health*, 19(24), 17009–17009. <https://doi.org/10.3390/ijerph192417009>.

