The Influence of TikTok Video Content and Live Streaming on Patient Consultation Decisions at Indonesian Men's Clinics

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ABSTRACT

This study aims to examine the influence of TikTok video content (X1) and live streaming (X2) on patients' consultation decisions (Y) at Klinik Lelaki Indonesia. The research employed a quantitative approach using purposive sampling, involving 154 respondents. Data were analyzed using SPSS version 25, including validity testing, reliability testing, classical assumption testing, and multiple regression analysis. The results indicate that all research instruments were valid ($r > 0.159$; $p < 0.05$) and reliable (Cronbach's Alpha values: X1 = 0.745; X2 = 0.821; Y = 0.682). Furthermore, the regression model satisfied classical assumption tests, including normality ($p = 0.156$), multicollinearity (VIF = 1.885), and autocorrelation (Durbin–Watson = 1.619). The partial regression analysis shows that video content (B = 0.273; $p < 0.001$) and live streaming (B = 0.267; $p < 0.001$) have positive and significant effects on consultation decisions. Simultaneously, both variables significantly influence consultation decisions (F = 55.633; $p < 0.001$). The coefficient of determination ($R^2 = 0.424$) indicates that 42.4% of the variance in patient consultation decisions is explained by the two independent variables, while the remaining 57.6% is accounted for by factors outside the model. These findings suggest that improving the quality and effectiveness of digital health content on social media platforms increases patients' likelihood of seeking medical consultation.

Keywords: Digital Marketing; Healthcare Services; TikTok; Video Content; Live Streaming; Patient Consultation Decision

INTRODUCTION

Over the past two decades, the rapid development of information and communication technology has significantly transformed communication patterns in society. Conventional communication channels have gradually shifted toward internet-based platforms and social media, which provide broader accessibility and faster information dissemination (Hardiyani, 2025). In this context, social media has evolved from merely a platform for personal expression into a strategic medium for promotion, communication, and education across various sectors, including healthcare services (Indrawati et al., 2023).

One of the fastest-growing social media platforms is TikTok, which was launched globally in 2018 and emphasizes short-form, creative, interactive video content that is easily accessible to users (Chen et al., 2021). Due to its algorithm-driven distribution system and visual engagement features, TikTok has become a powerful medium for organizations to disseminate information and influence audience perceptions. Healthcare institutions have increasingly adopted TikTok to reach digital audiences through concise, informative, and visually appealing content (Faida & Ananta, 2025; Rahayu et al., 2024).

Klinik Lelaki Indonesia, a healthcare provider specializing in male reproductive health, utilizes TikTok as part of its digital communication strategy. The clinic employs

two primary content formats: regular pre-recorded educational videos and live streaming sessions. Regular video content enables the structured delivery of health information that users can repeatedly access. In contrast, live streaming enables real-time interaction between healthcare professionals and audiences, thereby facilitating direct communication, building trust, and fostering emotional engagement.

These interactive features are particularly important when addressing sensitive health topics such as reproductive health, which are often associated with psychological barriers including embarrassment, stigma, and fear. Through live streaming sessions, patients may feel more comfortable asking questions and receiving explanations directly from healthcare professionals, which may ultimately influence their decision to seek consultation (Faiga & Suliaswati, 2024).

The decision to seek medical consultation is influenced by various psychological and informational factors, including trust in healthcare providers, perceived credibility of information, and accessibility of health services. Digital media exposure, whether passive through video content or interactive through live streaming, may significantly shape users' perceptions and behavioral intentions related to healthcare utilization (Micko et al., 2022).

Although previous studies have demonstrated that social media influences health-related decision-making, little research has specifically compared the effectiveness of different content types within the same platform. In particular, the relative influence of regular video content and live streaming on patient consultation decisions remains underexplored.

Therefore, this study, entitled "The Influence of TikTok Video Content and Live Streaming on the Decision to Seek Consultation at Klinik Lelaki Indonesia," aims to empirically analyze and compare the impact of both types of digital content on patients' consultation decisions using a quantitative research approach.

METHOD

This research was conducted online between August and September 2025 using TikTok and Google Forms as the primary platforms for data collection. The study aimed to analyze the differences in effectiveness between regular video content and live streaming in influencing patient consultation decisions at Klinik Lelaki Indonesia.

The research employed a quantitative comparative design with a quasi-experimental approach. In this design, respondents were grouped by the type of TikTok content they consumed: regular video content or live streaming sessions.

The population of this study consisted of 250 patients who had previously consulted at Klinik Lelaki Indonesia after viewing the clinic's TikTok content. The sample size was determined using the Slovin formula with a margin of error of 5%, resulting in a total of 154 respondents. The sampling technique applied was purposive sampling. The inclusion criteria included: (1) active TikTok users, (2) individuals who had watched the clinic's TikTok content, and (3) individuals who had made a consultation at the clinic.

Data was collected using a structured questionnaire with closed-ended questions measured on a five-point Likert scale. The questionnaire assessed several aspects, including respondent characteristics, perceived effectiveness of TikTok content, and variables related to consultation decisions. The effectiveness of the content was measured using indicators such as clarity of information, visual

attractiveness, level of interaction, relevance, and perceived credibility. Meanwhile, the consultation decision variable was measured using indicators such as consultation intention, confidence in healthcare services, information-seeking behavior, and actual consultation.

Instrument validity was tested using Pearson Product-Moment correlation with a significance level of 5% ($p < 0.05$). Reliability testing was conducted using Cronbach's Alpha, with a reliability threshold of $\alpha \geq 0.70$ indicating acceptable internal consistency. Data analysis employed both descriptive and inferential statistical techniques in SPSS. The inferential analysis included classical assumption tests, such as tests of normality, as well as hypothesis testing using multiple regression. The results were presented in tables, accompanied by interpretive explanations to ensure clarity, scientific transparency, and the replicability of the research findings.

RESULTS AND DISCUSSION

1. Descriptive Statistics

Table I. Descriptive Statistics

Variable	Mean	Std. Deviation	N
Y	68.4156	3.65274	154
X1	66.6688	4.74315	154
X2	68.5195	4.86312	154

The descriptive analysis of 154 respondents indicates that the consultation decision variable (Y) has a mean value of 68.42 with a standard deviation of 3.65. This result suggests a relatively high level of respondents' perceptions regarding consultation decisions, with low dispersion among responses.

The TikTok video content variable (X1) has a mean of 66.67 and a standard deviation of 4.74, indicating that respondents generally perceive the quality of video content positively, though with slightly greater variability in responses.

Meanwhile, the live streaming variable (X2) has the highest mean value of 68.52 and a standard deviation of 4.86. This finding suggests that respondents tend to perceive live streaming as a highly effective communication medium.

Overall, the three variables demonstrate relatively high mean scores ranging between 66 and 69, with low standard deviation values between 3 and 5. This indicates that the dataset is relatively homogeneous and stable, making it suitable for further regression analysis with reliable and replicable estimates.

2. Normality Test

Table II. One-Sample Kolmogorov–Smirnov Test

	Standardized Residual
N	154
Mean	0E-7
Std. Deviation	0.993
Kolmogorov–Smirnov Z	1.130
Asymp. Sig. (2-tailed)	0.156

The normality test was conducted using the Kolmogorov–Smirnov test. The decision criterion states that if the significance value is greater than 0.05, the data are normally distributed. The test results show an Asymp. Sig. value of 0.156 (> 0.05), indicating that the residuals follow a normal distribution.

3. Regression Analysis

Table III. Regression Coefficients

Model	B	Std Error	Beta	t	Sig
Constant	31.941	3.465	–	9.218	0.000
X1	0.273	0.065	0.354	4.174	0.000
X2	0.267	0.064	0.356	4.195	0.000

The regression results show that both independent variables have a positive and statistically significant effect on consultation decisions.

4. Model Summary

Table IV. Model Summary

R	R Square	Adjusted R Square	Std Error
0.651	0.424	0.417	2.78994

The R Square value of 0.424 indicates that 42.4% of the variation in consultation decisions can be explained by the independent variables.

5. ANOVA Test

Table VI. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	866.058	2	433.029	55.633	0.000
Residual	1175.344	151	7.784		
Total	2041.403	153			

The F-test result indicates a significance level of 0.000 (<0.05), indicating that the independent variables jointly influence the dependent variable.

Discussion

The results showed that both independent variables (X1 and X2) had a positive and significant effect on Y, with a regression equation of (Y = 31.941 + 0.273X1 + 0.267X2) and an R² value of 0.424. This means the model explained 42.4% of the variation in consultation decisions, while 57.6% was attributable to factors outside the model. This finding confirms that improving the quality and effectiveness of both variables simultaneously contributed significantly to improving consultation decisions, although there were differences in significance in previous partial tests. Methodologically, the assumption of normality was met and the instruments were valid and reliable, allowing the analysis results to be replicated in similar contexts.

Theoretically, this finding is consistent with previous research suggesting that the effectiveness of digital content and social media interactions plays a role in shaping perceptions, beliefs, and healthcare decisions. These results extend previous studies by demonstrating that combining the two content strategies within a single platform yields a stronger contribution than either strategy alone. In practice, the implication is that digital healthcare managers need to strategically integrate both approaches to maximize the quality of consultation decisions. Thus, this model is relevant for further development by adding other variables to increase explanatory power and the generalizability of the findings.

CONCLUSION

Based on the results of data analysis using SPSS version 25 on 154 respondents, several conclusions can be drawn. Descriptively, all research variables are categorized as high and stable. The mean value for consultation decision (Y) is 68.42, TikTok video content (X1) is 66.67, and live streaming (X2) is 68.52, with relatively small standard deviations ranging between 3 and 5.

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All research instruments were declared valid (r-count > 0.159; p < 0.05) and reliable (Cronbach's Alpha values: X1 = 0.745; X2 = 0.821; Y = 0.682). Furthermore, the classical assumption tests confirmed that the regression model met the requirements for normality, multicollinearity, heteroscedasticity, and autocorrelation.

Hypothesis testing indicates that both video content and live streaming have positive and significant effects on patient consultation decisions. The coefficient of determination (R^2 = 0.424) shows that 42.4% of consultation decisions can be explained by the two independent variables, while the remaining 57.6% is influenced by other variables not included in the model.

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