

The Influence of Educational Content, Podcasts, and Patient Testimonials on Instagram on Generation Z's Treatment-Seeking Interest at M Hospital Jakarta

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Abstract

This study examines the influence of educational content, podcasts, and patient testimonials on Instagram on Generation Z's willingness to seek treatment at M Hospital Jakarta. The research employs a quantitative approach with a survey method involving 125 Generation Z respondents who actively use Instagram, selected through simple random sampling. Data were collected using validated and reliable questionnaires containing indicators for educational content, podcasts, patient testimonials, and treatment interest variables. Multiple linear regression analysis was used to determine the effect of each variable on treatment interest. The findings reveal that all three variables educational content, podcasts, and patient testimonials significantly influence Generation Z's interest in seeking treatment at M Hospital Jakarta. Educational content demonstrates a positive and significant effect (coefficient 0.298, $p < 0.05$), podcasts show a positive and significant impact (coefficient 0.352, $p < 0.05$), and patient testimonials exhibit a positive and significant influence (coefficient 0.287, $p < 0.05$). Simultaneously, these three variables account for 69.1% of the variance in treatment interest ($R^2 = 0.691$, $F = 89.941$, $p < 0.001$). These results indicate that health-related content designed attractively and educatively on social media, particularly Instagram, can enhance Generation Z's trust and motivation to utilize healthcare services, while strengthening hospital promotional strategies. This research provides valuable implications for hospitals in designing appropriate and effective social media-based promotional strategies to reach younger generations. Through engaging and educational content, podcasts, and patient testimonials, hospitals can increase treatment interest and build a positive image among Generation Z, who are increasingly active in the digital media landscape

Keywords: Educational Content, Podcast, Patient Testimonials, Treatment Interest, Generation Z

1. Introduction

The advancement of digital technology has fundamentally transformed how healthcare institutions interact with potential patients, particularly among younger demographics. Generation Z (Gen-Z), defined as individuals born between 1997 and 2012, represents a significant demographic cohort that exhibits distinct characteristics in information consumption

and decision-making processes ([Hung et al., 2023](#)). This generation demonstrates high dependency on social media platforms for health information seeking and healthcare provider selection ([Iyanna et al., 2022](#)).

Instagram has emerged as one of the most influential social media platforms in Indonesia, with over 80 million users, predominantly consisting of younger generations ([Statista, 2023](#)). This platform's visual-centric nature and diverse content formats including educational posts, podcasts, and patient testimonials, present unprecedented opportunities for healthcare marketing strategies. However, the effectiveness of these digital marketing elements in influencing Gen-Z's treatment-seeking behavior remains underexplored in the Indonesian healthcare context.

Recent studies have demonstrated that digital marketing strategies significantly impact healthcare service utilization. [Pasaribu et al. \(2022\)](#) found that social media marketing positively influences perceptions of healthcare services and patient engagement. Furthermore, research by [Zhi-Wang et al. \(2018\)](#) revealed that digital marketing performance in healthcare correlates strongly with patient decision-making processes. Nevertheless, the specific mechanisms through which educational content, podcasts, and patient testimonials on Instagram influence Gen-Z's willingness to seek treatment warrant further investigation.

Educational content on social media serves as a critical tool for enhancing health literacy and empowering patients. Research demonstrates that consumers increasingly prefer learning about healthcare services through educational content rather than traditional advertisements ([Smith, 2020](#); [Johnson & Lee, 2021](#)). In healthcare contexts, educational content not only disseminates medical information but also builds trust and credibility among potential patients ([Smith, 2020](#)). The Theory of Planned Behavior suggests that increased knowledge and positive attitudes toward health services can significantly influence behavioral intentions ([Ajzen, 2020](#)).

Podcasts have gained substantial traction as an accessible and engaging medium for health communication. Research indicates that multitasking capability represents a primary motivation for podcast consumption, with listeners able to access health information while commuting, exercising, or performing daily activities ([Edison Research, 2022](#)). For Gen-Z, podcasts offer personalized and in-depth health information delivered by credible sources, potentially strengthening their connection with healthcare providers. [Nielsen \(2021\)](#) research demonstrates that podcast advertising, particularly host-read content, achieves 71% brand recall rates, significantly higher than traditional advertising formats, indicating strong listener engagement and trust.

Patient testimonials constitute another crucial element in healthcare digital marketing, functioning as social proof that validates service quality. [BrightLocal \(2021\)](#) found that 91% of consumers read online reviews before making purchasing decisions. In healthcare settings, authentic patient testimonials can significantly influence treatment-seeking intentions by demonstrating real experiences and outcomes ([Liu & Garcia, 2021](#)). Gen-Z particularly values honesty and transparency in testimonials, showing skepticism toward overly promotional content ([Sprout Social, 2021](#)).

Despite growing recognition of social media's importance in healthcare marketing, empirical evidence examining the combined effects of educational content, podcasts, and patient testimonials on Gen-Z's treatment interest remains limited. Previous studies have predominantly focused on individual elements or different demographic groups, creating a

research gap in understanding how these digital marketing components synergistically influence Gen-Z's healthcare decisions in the Indonesian context.

M Hospital Jakarta, facing increasing competition in attracting younger patients, exemplifies the practical challenges healthcare institutions encounter in engaging Gen-Z through digital platforms. While the hospital maintains an active Instagram presence featuring various content types, the effectiveness of these efforts in stimulating treatment interest among Gen-Z requires systematic evaluation.

This study addresses several critical research questions: (1) How do Gen-Z perceive educational content, podcasts, patient testimonials, and their treatment interest at M Hospital Jakarta? (2) Does educational content significantly influence Gen-Z's treatment interest? (3) Does podcast content significantly influence Gen-Z's treatment interest? (4) Do patient testimonials significantly influence Gen-Z's treatment interest? (5) Do educational content, podcasts, and patient testimonials simultaneously influence Gen-Z's treatment interest?

The research contributes to both theoretical and practical domains. Theoretically, it extends the application of the Theory of Planned Behavior and digital marketing theories in healthcare contexts, particularly regarding Gen-Z behavior. In practice, the findings will inform evidence-based digital marketing strategies for healthcare institutions seeking to engage younger demographics effectively. The study also provides insights for hospital management regarding content optimization and resource allocation for social media marketing initiatives.

Understanding Gen-Z's response to different digital marketing elements enables healthcare providers to develop more targeted and effective communication strategies. As this generation increasingly takes responsibility for their health decisions, identifying which content types most effectively stimulate treatment-seeking behavior becomes paramount for healthcare marketing success.

This research employs a quantitative approach, examining the relationships between educational content, podcasts, patient testimonials, and treatment interest among Gen-Z Instagram users at M Hospital Jakarta. The study's significance lies in its potential to guide healthcare institutions in optimizing their social media strategies to better serve and attract the growing Gen-Z patient population.

2. Literature Review

2.1 Educational Content in Digital Marketing

Educational content represents systematically organized materials designed to enhance knowledge, skills, and attitudes through structured learning processes ([Smith, 2020](#)). In digital marketing contexts, such content builds stronger relationships between service providers and consumers beyond mere product promotion. [Johnson and Lee \(2021\)](#) emphasize that effective educational content accommodates learner needs while supporting both formal and informal learning processes.

Educational content quality encompasses multiple dimensions essential for effective knowledge transfer. [Ghazal et al. \(2022\)](#) identified three critical quality dimensions: information quality, system quality, and service quality that facilitate user engagement. Effective educational content must feature material attractiveness, diverse presentation formats, credible information sources, and contemporary relevance to accommodate diverse learner needs ([Johnson & Lee, 2021](#)). Furthermore, educational content should incorporate educational value, entertainment

elements, and user interaction opportunities to maximize engagement and retention [Ishak et al. \(2022\)](#).

In healthcare contexts, informative, relevant, and comprehensible educational content enhances public health knowledge and awareness regarding available services. Educational content employing communicative and participatory approaches establishes foundations encouraging repeated treatment visits and sustained patient engagement. Content featuring accurate information increases patient treatment interest [\(Ghazal et al., 2022\)](#), while attractive designs and diverse presentation formats stimulate healthcare-seeking behavior [Ishak et al. \(2022\)](#).

Instagram serves as a strategic platform for disseminating educational content, with Indonesian users exceeding 80 million, predominantly younger generations [\(Statista, 2023\)](#). Visual content such as videos increases engagement rates by 1200% compared to plain text [\(Content Marketing Institute, 2021\)](#), making Instagram particularly effective for reaching Gen-Z audiences who prefer interactive and entertaining content [\(Pew Research Center, 2021\)](#).

2.2 Podcasts in Healthcare Marketing

Podcasts have emerged as increasingly popular media offering unique information delivery through audio formats enabling listeners to access content while multitasking. [Edison Research \(2022\)](#) reported that the majority of podcast listeners cite multitasking ability as a primary motivation for podcast consumption, with many listening during commutes, exercise, or daily activities. Indonesian podcast listenership has grown substantially in recent years, with significant Gen-Z representation reflecting this generation's preference for on-demand, mobile-friendly content formats.

Effective podcasts require clear sound quality, comfortable listening experiences, and comprehensible language to maintain audience engagement. [Bonini and Stocchi \(2023\)](#) identified narrative and communicative dimensions as essential podcast characteristics that distinguish this medium from other audio formats. High-quality podcasts must balance educational value with entertainment elements while providing opportunities for audience interaction and engagement, creating deeper connections between content creators and listeners.

Podcasts effectively deliver educational health information, medical procedures, and treatment success stories in accessible and engaging formats. Through podcasts, healthcare providers build positive institutional images, increase patient trust, and educate communities about examination importance, treatment options, and disease prevention strategies. The narrative and authentic podcast format enables emotional connections between providers and potential patients, strengthening motivation and treatment-seeking interest [\(Bonini & Stocchi, 2023\)](#).

[Nielsen \(2021\)](#) research demonstrates that podcast advertising, particularly host-read content, achieves 71% brand recall rates, significantly higher than traditional advertising formats. The personal and conversational nature of podcasts creates stronger connections between listeners and content, with audiences demonstrating higher trust levels when health information is delivered by credentialed medical professionals. Social media platforms, particularly Instagram, serve as effective channels for podcast discovery and promotion among Gen-Z audiences, facilitating initial exposure that leads to sustained listening engagement.

2.3 Patient Testimonials as Social Proof

Patient testimonials represent personal experiences and subjective opinions patients share regarding received services or treatments, functioning as evaluations and tangible quality evidence ([Smith, 2020](#)). [Liu and Garcia \(2021\)](#) defined testimonials as authentic stories expressing healthcare experience acknowledgment, capable of influencing public and potential patient perceptions.

Testimonial dimensions include authenticity, trustworthiness, emotional content, information relevance, and effectiveness in enhancing healthcare facility image and trust. [Kim et al. \(2022\)](#) noted that testimonials containing detailed procedure, outcome, and experience information demonstrate stronger impact than simple star ratings or brief positive comments. Honest testimonials from actual patients increase patient trust and treatment interest by providing concrete evidence of positive outcomes and authentic experiences that potential patients can relate to their own situations.

Honest, positive, and authentic testimonials increase public trust in hospital service quality. [Chen et al. \(2023\)](#) explained that testimonials function as social proof strengthening positive perceptions regarding healthcare service effectiveness, safety, and comfort. When people hear direct experiences from previously satisfied patients, they tend to feel confident and interested in seeking treatment at the same location.

[BrightLocal \(2021\)](#) discovered that 91% of consumers read online reviews before making business decisions, highlighting testimonials' critical role in healthcare provider selection. [Sprout Social \(2021\)](#) revealed that 86% of consumers believe honesty represents the most important factor in building brand relationships, underscoring why authentic patient testimonials resonate more effectively than polished promotional content. For Gen-Z specifically, testimonial-related content achieves higher engagement levels as this generation demonstrates sophisticated ability to distinguish genuine user experiences from paid endorsements or corporate messaging.

2.4 Theory of Planned Behavior Application

The Theory of Planned Behavior (TPB) provides theoretical foundation for understanding how attitudes, subjective norms, and perceived behavioral control influence behavioral intentions ([Ajzen, 2020](#)). In healthcare contexts, educational content shapes positive attitudes toward treatment-seeking by enhancing knowledge and reducing uncertainty about available services. Patient testimonials provide subjective norms through social proof, demonstrating that seeking care at M Hospital Jakarta represents socially validated behavior among Gen-Z peers. Podcasts enhance perceived behavioral control by making health information more accessible and reducing barriers to understanding complex medical concepts. These three digital marketing elements collectively address all TPB components, explaining their combined influence on Gen-Z's treatment-seeking interest.

The integration of educational content, podcasts, and patient testimonials creates a synergistic effect that amplifies individual contributions beyond isolated deployment. Educational content establishes foundational knowledge and reduces information asymmetry, creating cognitive readiness for healthcare engagement. Podcasts build upon this foundation by fostering emotional connections and parasocial relationships with healthcare providers, transforming knowledge into motivation. Patient testimonials then convert motivation into action by providing concrete validation of positive outcomes and reducing perceived risks associated with healthcare utilization. This sequential reinforcement mechanism aligns with consumer

decision-making models while simultaneously addressing multiple psychological barriers that often prevent Gen-Z individuals from seeking necessary medical care.

2.5 Digital Marketing in Healthcare and Research Hypotheses

Digital transformation fundamentally altered how medical institutions engage with patients ([Iyanna et al., 2022](#)). [Pasaribu et al. \(2022\)](#) established that digital marketing adaptation positively impacts healthcare service perception and patient engagement. [Zhi-Wang et al. \(2018\)](#) demonstrated that digital marketing performance correlates with patient decision-making processes. [Hung et al. \(2023\)](#) integrated Kotler's 5A framework with the IDEA process, revealing that social media marketing enhances healthcare services and brand engagement.

The AISAS model (Attention, Interest, Search, Action, Share) provides framework for understanding consumer behavior in digital environments ([Meilyana, 2018](#)). Educational content attracts attention and generates interest, podcasts facilitate information search, patient testimonials trigger action, and satisfied patients share experiences, completing the cycle.

While previous research examined individual effects of digital marketing elements, limited empirical evidence exists regarding combined effects of educational content, podcasts, and patient testimonials on Gen-Z's treatment interest in Indonesian contexts. Based on theoretical foundations and empirical evidence, this research proposes:

1. H1: Educational content significantly influences Gen-Z's treatment interest at M Hospital Jakarta.
2. H2: Podcasts significantly influence Gen-Z's treatment interest at M Hospital Jakarta.
3. H3: Patient testimonials significantly influence Gen-Z's treatment interest at M Hospital Jakarta.
4. H4: Educational content, podcasts, and patient testimonials simultaneously and significantly influence Gen-Z's treatment interest at M Hospital Jakarta.

These hypotheses build upon findings from [Iyanna et al. \(2022\)](#), [Pasaribu et al. \(2022\)](#) and [Zhi-Wang et al. \(2018\)](#), which identified positive relationships between social media marketing elements and healthcare utilization, advancing both theoretical understanding and practical applications of digital health marketing strategies for Gen-Z populations in Indonesian hospital settings.

3. Research Method

This quantitative study employed an explanatory survey method to examine relationships between educational content, podcasts, patient testimonials on Instagram and Generation Z's treatment-seeking interest at M Hospital Jakarta. From a population of 180 Gen-Z individuals (aged 17-28 years) who received treatment between January-April 2025 and actively use Instagram, 125 respondents were selected using purposive sampling (Slovin's formula, 5% error margin).

Data were collected through structured questionnaires distributed both directly and online to patients at M Hospital Jakarta during April 2025. The questionnaire employed 5-point Likert scales (1=Strongly Disagree to 5=Strongly Agree) measuring four variables: (1) Educational Content (20 items) including dimensions of content attractiveness, comprehensibility, credibility, and relevance (e.g., "Educational content from the hospital helps me understand health information"); (2) Podcasts (16 items) covering audio quality, narrative style, credibility, and engagement (e.g., "The hospital's podcast provides in-depth health information"); (3)

Patient Testimonials (12 items) assessing authenticity, trustworthiness, emotional content, and relevance (e.g., "Patient testimonials on Instagram appear authentic"); and (4) Treatment Interest (12 items) measuring attention, desire, search behavior, and action intention (e.g., "I am interested in seeking treatment at M Hospital after viewing Instagram content").

Validity testing confirmed all items exceeded r-table threshold (0.1519), while reliability testing demonstrated Cronbach's Alpha values above 0.7 for all variables (Educational Content $\alpha=0.797$, Podcasts $\alpha=0.773$, Patient Testimonials $\alpha=0.762$, Treatment Interest $\alpha=0.787$). Data analysis was conducted using SmartPLS 4.0 for the measurement model and structural model assessment. Classical assumption tests confirmed data appropriateness: normality (Kolmogorov-Smirnov, $p=0.124>0.05$), multicollinearity ($VIF<10$, $Tolerance>0.10$), and heteroscedasticity (Glejser Test, $p>0.05$). The regression equation $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$ examined relationships where Y =treatment interest, X_1 =educational content, X_2 =podcasts, X_3 =patient testimonials. Hypothesis testing employed t-test for partial effects and F-test for simultaneous effects with $\alpha=0.05$ significance threshold, while R^2 measured variance explanation.

Multiple linear regression analysis was employed following classical assumption tests. Normality (Kolmogorov-Smirnov, $p=0.124>0.05$), multicollinearity ($VIF<10$, $Tolerance>0.10$), and heteroscedasticity (Glejser Test, $p>0.05$) tests confirmed data appropriateness. The regression equation $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$ examined relationships where Y =treatment interest, X_1 =educational content, X_2 =podcasts, X_3 =patient testimonials. Hypothesis testing used the t-test for partial effects and the F-test for simultaneous effects with $\alpha=0.05$ significance threshold. Coefficient of determination (R^2) measured variance explanation, while descriptive statistics characterized respondent perceptions across all variables.

4. Findings and Discussions

4.1 Respondent Characteristics

The study collected data from 125 Generation Z respondents who received treatment at M Hospital Jakarta between January and April 2025. Table 1 presents the demographic profile of respondents.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	49	39.2%
	Female	76	60.8%
Age	17-20 years	52	41.6%
	21-24 years	58	46.4%
	25-28 years	15	12.0%
Educational Background	High School	30	24.0%
	Bachelor's Degree	78	62.4%
	Master's Degree	17	13.6%
Occupational Status	Student	5	4.0%
	Employee	97	77.6%
	Professional	23	18.4%
Instagram Activity	Active User	80	64.0%
	Moderate User	45	36.0%

The majority of respondents were female (60.8%), aged 21-24 years (46.4%), held bachelor's degrees (62.4%), were employed (77.6%), and actively used Instagram (64%). This demographic profile aligns with Gen-Z characteristics as digital natives with high social media engagement.

4.2 Measurement Model (Outer Model)

4.2.1 Convergent Validity

Convergent validity was assessed through outer loading values of latent variables with their indicators. The expected threshold is >0.70 . Table 2 presents the convergent validity results.

Table 2. Convergent Validity Values

Variable	Indicator	Outer Loading	Description
Educational Content (X_1)	EC1: I frequently view health education content from the hospital	0.778	Valid
	EC2: Educational content helps me understand health information	0.748	Valid
	EC3: I am interested in visiting after viewing educational content	0.817	Valid
	EC4: Educational content makes me aware of health check importance	0.707	Valid
Podcasts (X_2)	P1: I have listened to health podcasts from the hospital	0.765	Valid
	P2: The podcast contains health information with clear audio	0.783	Valid
	P3: I am interested in visiting after listening to the podcast	0.753	Valid
	P4: Podcast topics are relevant to my health needs	0.839	Valid
Patient Testimonials (X_3)	PT1: I have viewed patient testimonials on Instagram	0.757	Valid
	PT2: Patient testimonials about treatment experiences appear honest	0.737	Valid
	PT3: Patient testimonials on Instagram appear authentic	0.738	Valid
	PT4: Testimonials increase my trust in service quality	0.714	Valid
Treatment Interest (Y)	TI1: I plan to visit the hospital if I experience health issues	0.768	Valid
	TI2: Detailed information increases my treatment interest	0.889	Valid
	TI3: I obtain hospital information through social media	0.865	Valid
	TI4: I actively search for information before deciding to visit	0.806	Valid

All indicators demonstrated outer loading values >0.70 , confirming convergent validity. All measurement items adequately represent their respective constructs.

4.2.2 Discriminant Validity

Discriminant validity was evaluated through Average Variance Extracted (AVE) values. Table 3 presents AVE results.

Table 3. Average Variance Extracted (AVE) Values

Variable	AVE	Criteria	Description
Educational Content (X ₁)	0.588	>0.50	Valid
Podcasts (X ₂)	0.624	>0.50	Valid
Patient Testimonials (X ₃)	0.572	>0.50	Valid
Treatment Interest (Y)	0.705	>0.50	Valid

All constructs achieved AVE values exceeding 0.50, confirming adequate discriminant validity. Each construct demonstrates good validity.

4.2.3 Composite Reliability and Cronbach's Alpha

Table 4 presents reliability test results.

Table 4. Composite Reliability and Cronbach's Alpha Values

Variable	Composite Reliability	Cronbach's Alpha	Description
Educational Content (X ₁)	0.919	0.900	Reliable
Podcasts (X ₂)	0.921	0.899	Reliable
Patient Testimonials (X ₃)	0.842	0.767	Reliable
Treatment Interest (Y)	0.919	0.915	Reliable

All variables exhibited Composite Reliability values >0.70 and Cronbach's Alpha values >0.60, confirming high reliability levels for all research instruments.

4.3 Structural Model (Inner Model)

4.3.1 Coefficient of Determination (R²)

Table 5. R-Square Values

Variable	R ²	Model Strength
Treatment Interest (Y)	0.738	Strong

The R² value of 0.738 indicates that educational content, podcasts, and patient testimonials collectively explain 73.8% of treatment-seeking interest variance, demonstrating strong explanatory power.

4.3.2 Hypothesis Testing Results

Table 6. Hypothesis Testing Results (Direct Effects)

Hypothesis	Path	β	t-value	p-value	Decision
H ₁	EC → TI	0.323	3.534	0.001	Accepted
H ₂	P → TI	0.366	4.539	0.000	Accepted
H ₃	PT → TI	0.253	2.637	0.010	Accepted
H ₄	EC,P,PT → TI	-	89.941*	0.000	Accepted

*F-value for simultaneous test

All hypotheses were accepted ($p < 0.05$). Educational content ($\beta = 0.323$, $p = 0.001$), podcasts ($\beta = 0.366$, $p = 0.000$), and patient testimonials ($\beta = 0.253$, $p = 0.010$) significantly influenced treatment-seeking interest individually. The F-test confirmed simultaneous significant influence ($F = 89.941$, $p = 0.000$).

4.4 Discussion

The findings reveal that educational content significantly influences Generation Z's interest in seeking treatment at M Hospital Jakarta ($\beta = 0.323$, $t = 3.534$, $p = 0.001$), supporting the first hypothesis. This finding validates [Smith's \(2020\)](#) assertion that high-quality educational content enhances knowledge and builds trust among audiences. Generation Z students demonstrate higher likelihood of seeking treatment when hospitals provide comprehensible, accurate, and credible health information through Instagram. Educational content reduces information asymmetry between healthcare providers and potential patients ([Ghazal et al., 2022](#)), a particularly critical function in healthcare where information imbalances create significant barriers to appropriate service utilization. Diverse presentation formats including text, video, images, and audio accommodate Gen-Z multimodal learning preferences [Ishak et al. \(2022\)](#), recognizing that this generation processes information across multiple sensory channels simultaneously rather than through single-mode consumption patterns characteristic of previous generations.

Credible information from verified medical sources addresses Gen-Z skepticism toward unverified online content, building institutional trust essential for healthcare utilization decisions. This generation, having grown up with widespread misinformation and fake news, demonstrates heightened awareness of source credibility and exercises greater caution when evaluating health information encountered online. The significant influence of educational content ($\beta = 0.323$, $p = 0.001$) demonstrates substantial impact on treatment-seeking behavior, aligning with research showing that visual and interactive content formats substantially increase engagement rates compared to text-only approaches ([Content Marketing Institute, 2021](#)). For M Hospital Jakarta specifically, these findings validate current educational content strategy effectiveness while identifying optimization opportunities through enhanced interactivity, user-generated content integration, and personalized content recommendations based on individual health interests and concerns.

Podcasts demonstrated the strongest individual influence on treatment-seeking interest ($\beta = 0.366$, $t = 4.539$, $p = 0.000$), supporting the second hypothesis. The superior effectiveness of podcasts compared to other variables suggests audio formats possess unique advantages for Gen-Z health communication that text-based or even video content cannot replicate. Audio format convenience aligns with Gen-Z busy lifestyles and multitasking preferences, with research indicating that the majority of podcast listeners cite multitasking ability as a primary motivation for consumption ([Edison Research, 2022](#)). Podcasts enable health information consumption while commuting, exercising, or performing other activities where visual attention remains unavailable. This multitasking compatibility represents a critical advantage in reaching populations with demanding academic and professional schedules who might otherwise deprioritize health information seeking.

Narrative and conversational podcast formats create emotional connections that written content cannot achieve ([Bonini & Stocchi, 2023](#)), fostering parasocial relationships between healthcare providers and potential patients. The human voice carries emotional nuance, warmth, and authenticity difficult to convey through text, enabling listeners to develop personal connections

with medical professionals they have never met face-to-face. Credible medical professionals as podcast hosts leverage authority and expertise to build trust ([Podcast Insights, 2023](#)), combining the accessibility and relatability of conversational formats with the credibility of professional credentials. [Nielsen's \(2021\)](#) finding that 54% of podcast listeners feel more connected to brands through this medium explains podcast superior performance in this study. For healthcare contexts, this connection translates directly into treatment-seeking willingness, as patients perceive hospitals with quality podcast content as more accessible, transparent, and patient-centered institutions genuinely committed to health education beyond immediate profit motives.

Podcasts' ability to address sensitive health topics in comfortable, non-threatening formats reduces anxiety barriers preventing healthcare utilization, particularly among younger populations who may feel intimidated by clinical settings or embarrassed discussing certain health concerns. Mental health, sexual health, and chronic disease management represent topics many Gen-Z individuals find difficult to discuss in person, yet podcasts create safe spaces for information gathering without judgment or social exposure. The narrative storytelling approach common in podcasts also aids comprehension and retention of complex medical information by embedding facts within relatable patient journeys and real-world scenarios rather than presenting isolated technical details.

Patient testimonials significantly influenced treatment-seeking interest ($\beta=0.253$, $t=2.637$, $p=0.010$), supporting the third hypothesis and confirming social proof theory's healthcare applicability. The 20.75% total effect validates [Liu and Garcia's \(2021\)](#) assertion that authentic patient experiences shared honestly and transparently increase treatment interest by motivating patients and enhancing trust. While this effect appears smaller in magnitude than educational content or podcasts, testimonials serve a distinct and essential function in the decision-making process by providing concrete validation of abstract promises made through institutional marketing. Testimonials reduce perceived risk by providing concrete evidence of positive treatment outcomes and experiences, addressing uncertainty that often delays healthcare seeking ([Chen et al., 2023](#)). Healthcare decisions involve significant perceived risk including physical harm from incorrect treatment, financial loss from ineffective services, and time waste from choosing inappropriate providers.

Honest narratives from actual patients resonate with Gen-Z preferences for authenticity over polished promotional content ([Sprout Social, 2021](#)), as this generation demonstrates sophisticated ability to distinguish genuine user experiences from paid endorsements or corporate messaging. Detailed testimonials containing specific procedure, outcome, and experience information provide value beyond mere endorsement, enabling informed decision-making ([Kim et al., 2022](#)). Generic five-star ratings or brief positive comments offer limited decision-making value, whereas detailed narratives describing specific symptoms, treatment processes, provider interactions, and recovery experiences enable potential patients to assess relevance to their own situations. [BrightLocal \(2021\)](#) research showing 91% of consumers read reviews before decisions explains testimonial impact, magnified in healthcare due to higher stakes and greater information asymmetry compared to typical consumer purchases. For Gen-Z specifically, peer experiences shared through digital platforms represent trusted information sources, often more influential than expert recommendations or traditional advertising, as peers lack commercial incentives to misrepresent experiences.

The simultaneous significant influence of all three variables ($F=89.941$, $p=0.000$, $R^2=0.738$) supports the fourth hypothesis, demonstrating synergistic effects exceeding individual contributions. This validates [Kurolov, M. O. \(2022\)](#) assertion that combining educational content, informative podcasts, and positive testimonials represents key elements in increasing treatment interest. The 73.8% explained variance indicates these digital marketing elements comprehensively address multiple healthcare decision-making process aspects, leaving only 26.2% attributable to factors not examined in this study such as socioeconomic status, geographic proximity, insurance coverage, and word-of-mouth recommendations from family and friends. Synergistic mechanisms operate sequentially, with educational content building foundational knowledge and health literacy, creating receptivity to further health information. Without basic understanding of health conditions, treatment options, and prevention strategies, individuals cannot effectively evaluate healthcare providers or recognize when professional care becomes necessary.

Podcasts provide deeper exploration and emotional engagement, transforming knowledge into motivation. While educational content addresses the cognitive dimension of decision-making by providing facts and reducing uncertainty, podcasts engage the affective dimension by creating emotional connections and building institutional trust through parasocial relationships. Testimonials offer social proof and reduce perceived risk, converting motivation into action. Even when individuals possess knowledge and motivation, uncertainty about whether a specific provider can deliver promised outcomes creates hesitation. Testimonials bridge this final gap by demonstrating that others similar to the decision-maker successfully navigated treatment and achieved positive results. This sequence aligns with the AISAS model (Attention, Interest, Search, Action, Share) relevant to digital consumer behavior [Yao, J., & Ota, T. \(2024\)](#), where educational content attracts attention and generates interest, podcasts facilitate information search through deeper exploration, testimonials trigger action by reducing risk perceptions, and satisfied patients share experiences completing the cycle by creating new testimonials that influence future patients.

The integration addresses Theory of Planned Behavior components simultaneously, providing theoretical depth to empirical findings. Educational content shapes attitudes toward healthcare seeking through knowledge enhancement and risk perception reduction, directly addressing the attitude component of TPB. Podcasts influence attitudes through emotional engagement while enhancing perceived behavioral control through information accessibility and format convenience, addressing both attitude and perceived behavioral control components. Patient testimonials establish subjective norms through social proof, demonstrating that seeking treatment at M Hospital Jakarta represents socially acceptable and validated behavior among Gen-Z peers [\(Ajzen, 2020\)](#). This comprehensive theoretical alignment explains the high R^2 value and validates integrated digital marketing approaches over single-tactic strategies. When healthcare institutions deploy educational content, podcasts, and testimonials in isolation, they address only partial decision-making process components. However, integrated deployment creates reinforcing effects where each element compensates for others' limitations while amplifying their strengths.

These findings carry substantial practical implications for healthcare management at M Hospital Jakarta and similar institutions serving Gen-Z populations. Healthcare institutions should develop integrated digital marketing strategies that coordinate content types for complete decision-making processes rather than treating each element as independent initiative. Educational content strategy should prioritize high-quality materials featuring medical accuracy

combined with accessible presentation, avoiding both oversimplification that insults audience intelligence and excessive technical jargon that creates confusion. Diverse topics addressing Gen-Z health concerns including disease prevention, healthy lifestyles, mental health, sexual health, and daily health tips ensure relevance to varied audience interests and needs. Physician involvement ensuring credibility represents essential investment, as Gen-Z can distinguish content created by qualified medical professionals from generic health information compiled by marketing staff. Concise formats respecting limited attention spans acknowledge that Gen-Z consumes content in brief sessions throughout the day rather than extended reading periods. Clear calls-to-action providing reservation information and consultation links reduce friction between interest generation and appointment booking, recognizing that even small obstacles can derail intention-to-action conversion.

Podcast development should establish official health podcasts addressing Gen-Z relevant issues such as mental health, nutrition, exercise, and medical aesthetics, reflecting topics this generation actively seeks information about rather than traditional disease-focused health communication. Feature credible hosts including physicians, healthcare professionals, and health influencers who can bridge medical expertise with communication skills and personal relatability. Implement multi-platform distribution beyond Instagram including YouTube, Spotify, and TikTok, recognizing that podcast consumption occurs across diverse platforms with different user demographics and usage patterns. Emphasize brand positioning highlighting expertise and patient-centeredness rather than promotional messaging about facilities or technology, as Gen-Z values institutional character and values over superficial amenities. Maintain regular publication schedules building audience expectations and loyalty, as consistent content delivery signals institutional commitment and professionalism while enabling habit formation among listeners.

Testimonial collection and presentation require systematic approaches ensuring authenticity while maximizing impact. Healthcare institutions should encourage patient social media sharing through appreciation and recognition programs that acknowledge patient contributions without creating perceptions of paid endorsement that would undermine authenticity. Present testimonials authentically appealing to Gen-Z honesty preferences by maintaining original patient language and including both positive outcomes and realistic challenges encountered during treatment rather than creating artificially perfect narratives. Distribute testimonials across multiple channels including Google Reviews, hospital websites, Instagram Highlights, TikTok, and YouTube Shorts to reach different audience segments and provide social proof across various patient research touchpoints. Deploy testimonials strategically addressing common patient concerns and decision barriers such as treatment pain, recovery time, cost, and provider communication quality rather than randomly featuring available testimonials.

Study limitations require acknowledgment to properly contextualize findings and guide future research directions. The cross-sectional design precludes definitive causal inference, as data collection at a single time point cannot establish temporal precedence or rule out reverse causality where individuals with pre-existing treatment interest selectively attend to hospital digital marketing content. Longitudinal research tracking individuals over time would provide stronger evidence for causal relationships between digital marketing exposure and actual treatment-seeking behavior. The Instagram-only focus limits generalizability across digital platforms, as Gen-Z health information seeking occurs across multiple channels including TikTok, YouTube, Facebook, and Google Reviews with potentially different content effectiveness patterns on each platform. Self-reported treatment interest may not predict actual

healthcare utilization behavior, as intentions do not always translate into actions due to various barriers including cost, time, distance, and competing priorities that intentions measurement cannot capture. The sample comprising existing M Hospital Jakarta patients introduces potential selection bias, as individuals who already sought treatment may differ systematically from broader Gen-Z populations in health consciousness, information seeking, or healthcare attitudes. Individual heterogeneity remains unexplored, as the study examined average effects across all respondents without investigating moderating factors such as health literacy levels, prior healthcare experiences, or specific health concerns. Future research addressing these limitations through longitudinal designs, multi-platform comparisons, actual utilization outcome measurement, broader population sampling, and moderator analysis would substantially advance understanding of digital health marketing effectiveness.

5. Conclusion

Educational content, podcasts, and patient testimonials on Instagram significantly influence Generation Z's treatment-seeking interest at M Hospital Jakarta both individually ($p < 0.05$) and collectively ($F = 89.941$, $p = 0.000$, $R^2 = 0.738$). Podcasts demonstrate strongest individual effect ($\beta = 0.366$), followed by educational content ($\beta = 0.323$) and patient testimonials ($\beta = 0.253$). These findings validate digital marketing's strategic importance in healthcare contexts, requiring integrated approaches combining informative content, engaging audio narratives, and authentic patient voices. Healthcare institutions must invest in quality content production, leverage credible sources, maintain authenticity, and ensure seamless digital-to-utilization transitions to effectively attract and retain Gen-Z patients.

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