

THE EFFECT OF MENTAL HEALTH INFORMATION QUALITY AND MESSAGE RELEVANCE ON SELF-DIAGNOSIS ON THE @sakti_mikael TIKTOK ACCOUNT

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Abstract

Self-diagnosis of mental health disorders, particularly Attention Deficit Hyperactivity Disorder (ADHD), has become an increasingly prominent phenomenon among Generation Z, especially through social media platforms such as TikTok. This study aims to examine the influence of information quality and message relevance on the self-diagnosis behavior of followers of the TikTok account @sakti_mikael, using the Uses and Gratifications theory as a theoretical framework. A quantitative approach was employed through a survey method, analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software. The study involved 400 respondents, all of whom were followers of the account, with the majority aged between 17 and 25 years and predominantly students. The results indicate that information quality and message relevance simultaneously have a significant influence on self-diagnosis behavior, with a moderate effect size of 58.1%, while the remaining 41.9% is influenced by other factors not examined in this study. The accuracy dimension of information quality and the benefit dimension of message relevance emerged as dominant contributors to increased self-reflection and personal identification among respondents. These findings highlight that social media is not merely an information source, but also a dynamic psychological space that facilitates perception, introspection, and personal conclusions regarding mental health. This research expands the application of the Uses and Gratifications theory within the context of digital mental health and offers practical implications for the ethical, educational, and responsible management of mental health content on social media platforms.

Keywords: *Information Quality, Message Relevance, Self-diagnosis and Gratifications, TikTok, Uses*

INTRODUCTION

The information and communication technology revolution has fundamentally changed the landscape of health communication. This digital era enables faster and broader dissemination of health information, creating dynamic and interactive communication patterns. The concept of the "global village" proposed by Marshall McLuhan (in his book "An Introduction to Mass Communication, Revised Edition," 2009) is now realized through digital platforms that connect millions of people in the exchange of health information. In Indonesia, the internet penetration rate reached 79.5% with 221.56 million users in 2024 (apjii.or.id), demonstrating the enormous potential of digital media as a health communication channel. This digital transformation has brought significant changes in public health information search patterns. APJII (2017) data shows that 51.06% of Indonesian internet users use the internet to search for health information, while 14.05% use it to consult with medical professionals. This phenomenon reflects a paradigm shift from reliance on professional medical personnel to seeking independent solutions through digital media. Syahrudin (2020) confirms that the effective use of information and communication technology can improve the effectiveness of interpersonal communication, including in the health context. Furthermore, Fajriah and Ningsih (2024) emphasize that communication technology has become a key pillar in the social transformation of the digital era, changing the way people interact and share health information. In this digital ecosystem, the concept of electronic health communication (e-health communication) is rapidly developing as a form of health communication that utilizes digital platforms. Eysenbach (2001) explains that e-health is a field at the intersection of medical informatics, public health, and the business world, referring to the provision and improvement of health services and information through the internet and digital technology (Giansanti & Veltro, 2021). This

transformation creates a more inclusive communication model, where the public plays a more inclusive role, not just as passive recipients of information, but also actively participates in filtering, discussing, and disseminating health information, including mental health issues (Sultan & Amir, 2023). The TikTok platform has become one of the most influential social media platforms for disseminating mental health information. Databoks.katadata (2024) noted that TikTok was the most downloaded app in Indonesia in 2024, with 88 million new accounts. Indonesia even holds the top spot as the country with the most TikTok users in the world, reaching 184.95 million users as of April 2025 (dataindonesia_id, 2025). Its engaging short-form video format makes TikTok an effective platform for disseminating health information in a way that is easy to understand and access. Andriani et al. (2023) highlighted that TikTok has become an important platform for Generation Z to convey expression and interaction through creative video content.

TikTok's effectiveness in mental health communication is increasingly evident through various studies. Al Hanif et al. (2023) showed that short videos on TikTok are effective in changing attitudes toward health behaviors, although the impact is stronger on attitudes than on actual actions. McCashin & Murphy (2023) emphasized that TikTok has developed into a strategic platform in public health communication, particularly in reaching young people through relatable and visual approaches. APJII (2023) data supports this by showing that health content is one of the types of information most frequently accessed by Indonesians on the internet, with 36.96% of respondents stating they frequently search for health-related information. The popularity of mental health content on TikTok is inextricably linked to the emergence of various content creators sharing personal experiences and information related to mental disorders. One account that has garnered widespread attention is @sakti_mikael, an influencer who is open about her ADHD. With 44,000 followers and 1.9 million likes, this account has become a go-to for many TikTok users seeking information about ADHD. Sari and Rahman (2023) found that mental health content delivered by individuals with personal experiences is more effective in building empathy and understanding among young audiences.

Attention Deficit Hyperactivity Disorder (ADHD) is a neurobiological disorder characterized by difficulty regulating impulses, controlling behavior, and maintaining focus or concentration (Fitriyani et al., 2023). This disorder has seen a significant increase in diagnoses, particularly among young adults. NHS England data shows an increase in patients receiving ADHD prescriptions from 234,000 in 2023 to nearly 278,000 in 2024. In Indonesia, the 2024 I-NAMHS survey showed that approximately 0.5% of Indonesian adolescents aged 10-17 years have ADHD, or approximately 1 in 200 adolescents diagnosed with ADHD. However, the ease of access to mental health information through TikTok also poses a worrying risk of self-diagnosis. @sakti_mikael's content, titled "Signs you might have ADHD," reached 6.7 million views, with various comments indicating a tendency towards self-diagnosis, such as "Am I ADHD because we both like each other like that?" and "I feel the same way, so how can I be ADHD?" This phenomenon is reinforced by a 2023 Pew Research Center study that found that 62% of young people in the United States use social media as their primary source of health information, with 38% admitting to having self-diagnosed based on content on platforms like TikTok.

Self-diagnosis, defined as the phenomenon of making a diagnosis of oneself without consulting a healthcare professional, poses a serious challenge in the digital age. Putri et al. (2025) found that 54% of students at UIN Syarif Hidayatullah Jakarta admitted to having self-diagnosed their mental health using the internet and social media as their primary source of information. Harvard Law School (2025) even revealed that 80% of mental health-related content on TikTok can be misleading, potentially worsening users' psychological conditions if used as the basis for self-diagnosis. This self-diagnosis phenomenon is closely related to the quality of information circulating on social media and the perceived relevance of messages to users. DeLone & McLean (2003) identified four main dimensions of information quality: accuracy, ease of understanding, completeness, and timeliness. Meanwhile, message relevance, according to Sperber & Wilson (1995), encompasses the values, beliefs, priorities, and perceived benefits of users. Amrah et al. (2024) found that young adults tend to self-diagnose when they feel the content they consume reflects their condition. This research is important considering the impact of self-diagnosis on mental health and individual decision-making. Yanti & Rahmawati (2024) stated that self-diagnosis impacts the mental health of Generation Z through cognitive, affective, and behavioral impacts. Muksin (2024) even found that nearly 65% of teenagers who frequently access TikTok report increased levels of anxiety and stress due to consuming mental health-related content. Therefore, this study aims to analyze the influence of mental health information quality and message relevance on self-diagnosis among followers of the TikTok account @sakti_mikael, to understand the mechanisms driving this phenomenon and provide insights for the development of more responsible digital health communication.

LITERATURE REVIEW

Digital Communication and Its Characteristics

The digital era has fundamentally changed the paradigm of human communication. Communication, which etymologically comes from the Latin word *communicatio*, with the root word *communis* meaning 'equal,' is now undergoing a significant transformation in digital form. Amalia (2023) identified three main characteristics of digital communication that distinguish it from conventional communication: high speed in information delivery that allows messages to be received almost instantly, ease of access without being bound by formal procedures, and simplicity in the form of interaction that encourages openness and accessibility. The development of digital communication is increasingly widespread with the high frequency of broadcast message exchanges, which often ignore the shared situational context between communicator and audience. This phenomenon creates a mass communication effect that can be observed through three dimensions: cognitive (changes in knowledge), affective (changes in emotions or attitudes), and behavioral (changes in actions). In the context of the TikTok account @sakti_mikael, cognitive effects can increase knowledge about mental health, but information without a strong scientific basis can actually lead to misconceptions and encourage self-diagnosis without professional consultation (Fitriansyah, 2023).

Uses and Gratifications Theory in Digital Media

The Uses and Gratifications theory proposed by Herbert Blumer and Elihu Katz (1974) is relevant in understanding the behavior of digital media users. This theory positions individuals as active users who consciously choose media according to their needs. Katz, Blumler, and Gurevitch (1973) identified various psychological needs that drive media use, ranging from information seeking, social connections, entertainment, strengthening self-identity, to escaping the pressures of reality (Septiana et al., 2024). McQuail and his colleagues proposed four primary motivations for media use: diversion to escape routine or stress, personal relationships as a substitute for social interaction, personal identity to reinforce personal values, and surveillance to obtain information for decision-making. Palmgreen of the University of Kentucky later developed the concepts of Gratifications Sought (GS) and Gratifications Obtained (GO), which distinguish between the motivations for choosing media and the actual satisfaction obtained after consuming content (Adetunji Raji, et al., 2020).

Quality of Mental Health Information

Information quality is a crucial aspect in the digital era, which is filled with the rapid flow of information. According to Suwardjono, information quality refers to the characteristics and meaning inherent in information, making it useful for its recipients (Farhannail & Yuniarti, 2023). DeLone and McLean (2003) identified four main indicators of information quality: accuracy, which reflects the level of accuracy in depicting objective reality; ease of understanding, which allows information to be easily understood; completeness, which includes complete content and structured discussion; and timeliness, which refers to the relevance of information to the timeframe in which decision-making is needed. In the context of mental health, the quality of information has a significant impact on public understanding. Maharani et al. (2023) showed that the appeal of information significantly influences the level of mental health knowledge. However, the rapid dissemination of information through social media is often not accompanied by adequate validation, risking misinformation that can mislead the public in understanding medical conditions.

Messages, as a fundamental element of communication, function to convey ideas, information, or feelings from the sender to the recipient. Liliweri (in Beda, SDP, 2022) defines a message as a concept, idea, emotion, or thought that is intended to be communicated and understood by all. Message relevance determines the extent to which it can have the desired impact on the audience. Daniel Sperber and Deirdre Wilson (in Joan Cutting, 2008) identified factors influencing message relevance: values aligned with the recipient, beliefs aligned with personal perspectives, prioritization of a particular issue, and perceived practical benefits. In the digital era, message relevance is determined not only by content but also by the delivery method and platform used. The development of digital technology has changed the dynamics of communication, where relevant and targeted messages can increase audience engagement and positive responses (Ramadhana et al., 2023).

Self-diagnosis in the Digital Age

Self-diagnosis Self-diagnosis, or self-assessment, is an individual's attempt to assess their own health condition based on information from the internet or social media without consulting a medical professional. Rawis and Sitorus (2023) explain that this phenomenon has developed with the increasing accessibility of health information in the digital era. Nazera (in Kumala et al., 2023) adds that this behavior is based on one's own

understanding from sources that are not always valid, such as friends, family, the internet, or personal experience. Aaiz Ahmed (2017) identified three main aspects of self-diagnosis: causes, which refer to the conditions or background of the problem; methods and extent, as systematic steps to solve the problem; and effects, as the results or consequences of the actions taken. Social media plays a significant role in this phenomenon, where trending and easily accessible content about self-diagnosis can encourage others to do the same. Affandi (2023) found that adolescents active on social media tend to seek information about their symptoms and self-diagnose without professional consultation, which can lead to negative psychological impacts such as increased anxiety and fear.

TikTok Social Media as an Information Platform

Social media, as part of new media, has interactive characteristics that distinguish it from conventional media. Nasrullah (2015) defines social media as an internet-based platform that allows users to express themselves, interact, collaborate, and share information online (in Rafiq, 2020). TikTok, developed by Bytedance, is an application that allows users to create, share, and watch short video content lasting 15-30 seconds with music available on the platform (Pratama & Muchlis, 2020). Chapple (2020) noted that TikTok, despite being a relatively new social media platform, has experienced rapid growth since 2016. This platform serves not only as a means of entertainment but has also developed into an influential medium for disseminating information and social communication. The majority of its users are from Generation Z, namely teenagers who grew up in the digital era and have a strong attachment to social media (Aji, 2020). Many TikTok content creators have developed into influencers with the ability to influence the opinions, lifestyles, and decisions of their followers through communication strategies and personal appeal (Freberg et al., 2011).

Information quality and message relevance interact to influence self-diagnosis behavior. High-quality information delivered with high relevance can minimize the risk of erroneous self-diagnosis. Conversely, inaccurate or irrelevant information can increase the risk of erroneous self-diagnosis, negatively impacting an individual's mental health. Research shows that mental health information content on social media significantly influences users' self-diagnosis behavior, particularly among adolescents. Tumada (2023) found a significant relationship between self-diagnosis and mental health, with individuals who self-diagnose more likely to experience mental health disorders. Therefore, health information providers need to ensure that the content they deliver is not only accurate but also relevant to their audience's needs, to reduce the risk of erroneous self-diagnosis and its negative impact on mental health.

METHOD

This study uses a quantitative method with a descriptive approach and a causality research type. The quantitative method was chosen because it utilizes statistical analysis as the main tool in data processing with results presented in numerical form, and focuses on objectivity through data collection using questionnaires that have been tested for validity and reliability (Hafni Sahir, 2021). The descriptive approach aims to describe or summarize the data obtained without intending to generalize to a wider population (Abdillah Wijayanto & Jogiyanto, 2019). Meanwhile, causality research is used to explain the extent of the influence of information quality (X1) and message relevance (X2) on self-diagnosis (Y) of followers of the TikTok account @sakti_mikael, where researchers have classified independent and dependent variables based on an understanding of the causal relationship between variables (Sanusi, 2017). The population in this study was 44,000 followers of the TikTok account @sakti_mikael (data as of March 26, 2025). Sampling was determined using the Slovin formula with a 5% error tolerance, resulting in a sample of 396 respondents rounded up to 400 respondents.

The sampling technique used Non-Probability Sampling with a purposive sampling method, with the following criteria: (1) Male or female aged 17-40 years, (2) Following the TikTok account @sakti_mikael, and (3) Having watched content in the last 2 years. Primary data collection was carried out through a digital questionnaire using Google Forms distributed through social media, while secondary data was obtained from literature reviews, journals, articles, and other reference sources relevant to the research topic. The research instrument was a questionnaire with a Likert scale of 1-5 that measured three main variables: Information Quality with dimensions of accuracy, ease of understanding, completeness, and timeliness (DeLone & McLean, 2003); Message Relevance with dimensions of values, beliefs, priorities, and benefits (Sperber & Wilson, 1995); and Self-diagnosis with dimensions of causes, methods, and effects (Aaiz Ahmed, 2017). The validity of the instrument was tested using Pearson Product Moment correlation with an r table value of 0.361 ($N=30$, $\alpha=5\%$), while reliability was tested using Cronbach's Alpha with a minimum limit of 0.70. The data analysis technique uses descriptive analysis to interpret the characteristics of respondents and Partial Least Square Structural Equation Modeling (PLS-SEM) to test the causal relationship

between variables, which includes measuring the outer model (convergent validity, discriminant validity, composite reliability) and inner model (R-squared, F-squared, Q-squared) as well as hypothesis testing with a t-statistic value > 1.96 and p-value < 0.05 at a significance level of 5%.

RESULTS AND DISCUSSION

This study involved 400 respondents who were followers of the TikTok account @sakti_mikael and were selected using a purposive sampling technique. Data were collected using a Google Form-based online questionnaire consisting of 61 statements distributed via social media direct messages. The demographic profile of respondents showed a predominance of women (262 people) compared to men (138 people) (35%). This predominantly female demographic characteristic also reflects broader patterns of mental health content consumption, where female audiences show a higher responsiveness to personal narratives and content that touches on emotional aspects. Pertiwi (2021) explains that women tend to connect more easily emotionally with digital content and are more active in seeking psychological information online. In terms of age, the majority of respondents were between 17 and 25 years old, with a total of 248 people (62%), followed by the 26-35 age group with 110 people (28%), those under 17 with 29 people (7%), and the remaining 13 people over 35 years old. The dominance of respondents aged 17-25 in this study is highly relevant to the context of the phenomenon studied, considering that this age group is in the emerging adulthood phase characterized by intense identity exploration. Arnett (2021) emphasized that individuals in this age range actively seek information to support the formation of self-identity, which in today's digital context is often manifested through the consumption of mental health content on platforms like TikTok.

Based on employment status, students and college students ranked highest with 185 respondents (45%), followed by workers or employees with 154 (39%), entrepreneurs with 61 (15%), and other categories with 4 (1%), including fresh graduates and the unemployed. The majority of respondents who were students or college students indicated that this group is the most vulnerable and active segment in consuming mental health information through social media. An interesting finding emerged from the sources of mental health information used by respondents. The internet and social media were the primary choice for 265 respondents (66%), while traditional sources such as friends and family were chosen by only 92 (23%), school or university by 40 (10%), and other sources by 3 (1%). The finding that the internet and social media became the primary source of mental health information for respondents reflects a fundamental shift in information access patterns in the digital age, although this also opens up opportunities for exposure to information that has not been professionally validated.

Respondents' Responses Regarding the Information Quality Variable show a very positive evaluation of the quality of mental health information presented in @sakti_mikael's TikTok content. The information quality variable is measured through four fundamental dimensions: accuracy, ease of understanding, completeness, and timeliness of delivery. Of the 21 statement items submitted, respondents gave consistently high ratings to various aspects of information quality. The accuracy dimension received the highest appreciation, particularly for the indicator of information conformity to mental health facts, which achieved a score of 85.8% and is categorized as very high. Of the four dimensions of information quality measured—accuracy, ease of understanding, completeness, and timeliness—the accuracy dimension received the highest score with the indicator "information in accordance with the facts" reaching a very high category. This phenomenon indicates that audiences do not solely judge based on completeness or visual presentation, but rather on the content's conformity to their real-life experiences.

The ease of understanding aspect also received a positive response, particularly the use of illustrations and visualizations that help audiences grasp complex concepts in psychology more easily. The indicator related to the use of informative illustrations scored 85.2% in the very high category, indicating that the visual approach to conveying mental health information has proven effective for the digital generation target audience. Meanwhile, the comprehensiveness and timeliness dimensions also performed well, with the majority of respondents appreciating the comprehensive topic coverage and the appropriate timing of the presentation to meet audience needs. This is likely influenced by the communication approach that combines personal narratives with simple medical terminology, creating a strong perception of authenticity. Fitria & Pranata (2021) emphasized that perceptions of accuracy in health social media are more closely related to the proximity of experience and the authenticity of the narrative than to scientific authority alone. Cumulatively, the information quality variable achieved a total score of 34,952 out of an ideal score of 42,000, resulting in a percentage of 83.21%, which falls into the high category. This achievement indicates that the mental health content produced by this creator has met the standards of good information quality as perceived by its audience. The high score on the accuracy dimension, in particular, is a positive indicator that the information disseminated is not misleading and can be trusted as a primary reference source for individuals seeking to understand mental health topics.

Respondents' Responses Regarding the Message Relevance Variable show very encouraging results in assessing the message relevance of mental health content. Of the 17 items measuring four dimensions of message relevance—values, beliefs, priorities, and benefits—respondents gave consistently positive responses. The benefits dimension ranked highest, with an indicator of increased understanding reaching a score of 85.35%, in the very high category. Of the four dimensions of message relevance measured—values, beliefs, priorities, and benefits—the benefits dimension received the highest score, particularly for the indicator of increased understanding, which fell into the very high category. This indicates that users are not simply seeking entertainment or information on TikTok, but are also using it as a means to recognize and interpret their mental experiences.

The personal values dimension also received high praise, with the message's conformity to individual norms and principles reaching 85.15%. This finding indicates that creators successfully convey messages that resonate with the value systems embraced by their target audience, particularly the younger generation who are exploring their identity and searching for meaning in life. Meanwhile, the belief dimension, with its indicator of informational stability, achieved a score of 84.95%, indicating that audiences have a high level of trust in the credibility of the content. The priority or focus of attention aspect also showed positive results with a score of 84.35%, indicating that the topics raised align with the audience's primary needs and interests. Rakhmat & Fauzi (2021) explain that personal relevance in social media content acts as a bridge between message and action, as users tend to trust information that "speaks directly" to their life situations. Overall, the message relevance variable scored 28,408 out of an ideal score of 34,000, resulting in a high score of 83.5%. This achievement indicates that the mental health messages conveyed had a high level of relevance to the audience's lives, experiences, and personal needs.

Respondent Responses Regarding Self-Diagnosis Variables demonstrate an analysis of self-diagnosis behavior with the most significant findings in this study. Of the 23 items measuring three main dimensions—causes, methods, and impacts of self-diagnosis—respondents indicated a very high level of engagement in self-diagnosis activities related to mental health conditions. The causes dimension received the highest score, particularly for the clinical knowledge indicator, which reached 85.65% in the very high category. The self-diagnosis variable in this study received a very high score, with the causes dimension receiving the highest rating, particularly for the "clinical knowledge" indicator. This indicates that respondents felt the content was not only a personal narrative but also provided an in-depth clinical understanding of ADHD. Mumpuni & Sari (2022) stated that exposure to educational information delivered in a visual storytelling format on social media makes it easier for audiences to understand the clinical aspects of mental disorders quickly and simply.

The method dimension, which actively seeks information from various external sources, also showed a high score of 84.95%. This finding indicates that respondents do not rely solely on a single source of information but instead cross-reference with various platforms and other references to validate their understanding of potential mental conditions. This behavior demonstrates a critical and cautious approach to self-diagnosis, although potential confirmation bias remains a concern. The impact dimension showed quite significant results with a score of 84.75%, particularly in the aspects of behavioral change and openness to mental conditions. This indicates that the self-diagnosis process does not stop at the identification stage but also triggers concrete changes in respondents' daily mindsets and behaviors. Cumulatively, the self-diagnosis variable obtained a total score of 38,430 out of an ideal score of 46,000, resulting in a percentage of 84%, which falls into the very high category. The results of the Outer Loading Factor Stage 2 show an evaluation of the quality of the research instrument through structural equation modeling using the partial least squares approach with very satisfactory results. Testing of the outer model or measurement model was conducted to ensure that the instrument used had an adequate level of reliability and validity. The results of the convergent validity analysis showed that all indicators had a loading factor value above 0.7, which indicates that each statement item has a strong correlation with its latent construct. The indicator with the highest loading factor was found in the message relevance variable, item RP15, with a value of 0.825, indicating that this item has the largest contribution in explaining the message relevance construct.

Table 1. Average Variance Extracted Value for Each Construct

Variables	Average Variance Extracted (AVE)	Critical Value	Information
Information Quality	0.551	>0.5	Valid
Message Relevance	0.619		Valid
Self-diagnosis	0.599		Valid

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Table 1. Average Variance Extracted Values for Each Construct shows the average variance extracted (AVE) test, with the result that all research variables have values above the minimum limit of 0.5. The information quality variable obtained an AVE value of 0.551, message relevance 0.619, and self-diagnosis 0.599. These results confirm that each construct has adequate convergent validity, meaning that the indicators in each variable are able to explain the variance of its latent construct well.

Table 2.Discriminant Validity Value (Fornell-Larcker)

	Information Quality	Message Relevance	Self-Diagnosis
Information Quality	0.742		
Message Relevance	0.632	0.787	
Self-diagnosis	0.705	0.670	0.774

Table 2. Discriminant Validity Values (Fornell-Larcker) show the evaluation of discriminant validity using the Fornell-Larcker criteria, with the result that the square root of the AVE value for each variable is greater than the correlation value between other variables. This indicates that each construct is unique and does not overlap with other constructs in the research model.

Table 3 Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Critical Value	Information
Information Quality	0.957	0.961		Reliable
Message Relevance	0.962	0.965	>0.70	Reliable
Self-Diagnosis	0.967	0.969		reliable

Table 3 shows excellent reliability testing results, with Cronbach's Alpha and Composite Reliability values for all variables above 0.9. The information quality variable had a Cronbach's Alpha of 0.957, message relevance of 0.962, and self-diagnosis of 0.967. These results demonstrate very high internal consistency, indicating that the research instrument is reliable in measuring the intended construct.

Table 5 R-Square Values

	R-square	R-square adjusted
Self-diagnosis	0.581	0.579

Table 4 shows the R-square value showing the inner model test, with the result that the information quality and message relevance variables were able to explain 58.1% of the variance in the self-diagnosis variable, while the remaining 41.9% was influenced by other factors not examined. The R-square value of 0.581 is included in the moderate to strong category, indicating that the research model has quite good predictive ability. Simultaneous analysis of the two independent variables showed a significant influence on self-diagnosis with a p-value of $0.000 < 0.05$. The R-square value of 58.1% indicates that the variability in self-diagnosis behavior can be explained by information quality and message relevance, while the remaining 41.9% is influenced by other external factors not analyzed in this study. According to Hair et al. (2017), this value is included in the strong category, but still leaves room to explore other factors such as personal experience, need for validation, previous mental conditions, or exposure to similar content from other sources.

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Table 5 Effect Size Value

	Information Quality	Message Relevance	Self-diagnosis	Information
Information Quality			0.315	Currently
Message Relevance			0.200	Currently

Table 5 Effect Size Values show the effect size analysis with the result that information quality has a moderate influence on self-diagnosis with an f^2 value of 0.315, while message relevance also shows a moderate influence with an f^2 value of 0.200. These results indicate that both independent variables make a substantive contribution to the formation of self-diagnosis behavior.

Table 6 Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note
Information Quality -> Self-diagnosis	0.469	0.472	0.109	4,321	0.000	Accepted (Significant)
Message Relevance -> Self-diagnosis	0.373	0.370	0.112	3,334	0.001	Accepted (Significant)

Table 6 Hypothesis Test Results shows hypothesis testing using the bootstrap procedure with 5000 samples with significant results for both research hypotheses. The first hypothesis stating that information quality has a positive effect on self-diagnosis was proven significant with a t-statistic of 4.321 (>1.96) and a p-value of 0.000 (<0.05), and a path coefficient of 0.469. The effect of mental health information quality on self-diagnosis was proven significant with a t-statistic of 4.321 > 1.96 and a p-value of 0.000 <0.005 . These results indicate that the higher the user's perception of the quality of the information presented, the greater their tendency to self-identify psychological disorders such as ADHD. The second hypothesis, which states that message relevance has a positive effect on self-diagnosis, was also proven significant with a t-statistic of 3.334 (>1.96) and a p-value of 0.001 (<0.05), and a path coefficient of 0.373. The findings regarding message relevance showed a similar pattern, with a t-statistic of 3.334 > 1.96 and a p-value of 0.000 < 0.005 , proving that message relevance has a significant effect on self-diagnosis. The more relevant the message conveyed in TikTok content, the more likely the audience is to reflect on their personal mental state.

Table 7 Simultaneous F Test

	Sum square	df	Mean square	F	P value
Regression	53656.717	2	26828.358	291,478	0.000
Residual	36540.843	397	92,042		
Total	90197.560	399			

Table 7 Simultaneous F-Test shows the simultaneous influence of both independent variables on the dependent variable with highly significant results with an F-statistic value of 291.478 and a p-value of 0.000. These results confirm that the quality of mental health information and message relevance together have a significant influence on self-diagnosis behavior among followers of the TikTok account @sakti_mikael. This finding indicates that both variables not only have an individual influence, but also have a synergistic effect when working together in influencing an individual's tendency to self-diagnose their mental health condition. The findings of this study strongly align with the Uses and Gratification Theory proposed by Blumler & Katz (1974), which states that audiences are active entities that consciously select, use, and interpret media to fulfill their personal needs. In this context, TikTok followers of @sakti_mikael do not passively receive information, but rather actively seek out and select ADHD content to fulfill their need for self-understanding and validation of previously unidentified personal

experiences. The account successfully fulfills two primary audience needs: the need for clinical information through the perceived high quality of the information, and the need to feel connected to the message through its perceived relevance. The self-diagnosis process that occurs is not merely the result of passive exposure, but rather the active construction of self-understanding through content that is deemed relevant to their lives and beliefs. However, this study also identified several areas requiring further attention. Unfavorable scores on several indicators indicate a gap between audience expectations and the reality of the content presented. For the information quality variable, the lowest score was for contextualization with current mental health issues, indicating that some audience members did not perceive the information as connected to relevant social dynamics. Meanwhile, for message relevance, some respondents expressed a disinterest in fully listening to the content, reflecting gaps in messaging strategies. For the self-diagnosis variable, the indicator for meaningful impact or positive change received the lowest score, indicating that although the information was received and perceived as relevant, not all audience members experienced a tangible transformation in their psychological well-being.

Overall, the results of this study provide strong empirical evidence that mental health content on social media, particularly TikTok, significantly influences self-diagnosis behavior among its audiences. Good information quality, including accuracy, ease of understanding, comprehensiveness, and timeliness, has been shown to be a crucial factor in encouraging individuals to self-evaluate their psychological condition. Similarly, high message relevance, including alignment with personal values, beliefs, priorities, and perceived benefits, also significantly contributes to shaping self-diagnosis behavior. The implications of these findings are quite complex in the context of digital mental health. On the one hand, social media like TikTok have successfully democratized access to mental health information and created a more open space for discussion about psychological issues previously considered taboo. However, on the other hand, the phenomenon of self-diagnosis triggered by non-professional content can pose a risk of misinterpretation and inappropriate treatment.

Kurniawati et al. (2023) emphasized that without adequate mental health literacy, young audiences are at risk of misinterpreting psychological conditions based on non-clinical content that goes viral on digital platforms. Therefore, it is important to develop a balanced approach between leveraging the positive potential of social media in mental health education and mitigating the risks that may arise from uncontrolled self-diagnosis practices. This study confirms that the quality of mental health information and message relevance significantly influence ADHD self-diagnosis behavior among followers of the TikTok account @sakti_mikael. These findings provide important insights into how contemporary social media has transformed the landscape of mental health information seeking, particularly among Indonesia's younger generation. These findings have important implications for our understanding of how the digital era has changed how individuals access, process, and apply mental health information in their lives.

CONCLUSION

Based on the research that has been conducted regarding the influence of information quality and message relevance on self-diagnosis on the TikTok account @sakti_mikael, it can be concluded that both variables significantly influence followers' self-diagnosis behavior, especially in the context of identifying ADHD symptoms, with a moderate level of influence as evidenced by SmartPLS 4 testing. This finding supports the Uses and Gratification Theory where audiences actively seek and use content to fulfill their personal needs in understanding mental conditions and drawing conclusions about their psychological identity. The information quality variable obtained a high category score with the accuracy dimension as the highest, indicating that the credibility and factual suitability of the content are the main factors in encouraging audience trust, while the message relevance variable also obtained a high category with the benefit dimension as the most dominant, indicating that the content is considered cognitively and affectively useful in helping to understand one's psychological condition. For further research, it is recommended to develop a qualitative or mixed-method approach by adding variables such as online social support, anxiety levels, or the need for identity validation. Meanwhile, for content creators and mental health communication practitioners, it is recommended to design content that is not only informative but also contextual and encourages constructive actions such as professional consultation, by maintaining a balance between relatable personal appeal and accurate information based on scientific data, so that the TikTok platform can be utilized as a digital educational space that prioritizes empathy, information accessibility, and ethical responsibility for more inclusive and sustainable mental health advocacy.

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