

ABSTRACT

Understanding patient preferences in doctor-patient interactions is crucial to improving the healthcare experience, especially in Indonesia, Malaysia, and Singapore. To investigate patient preferences in doctor-patient interactions, this study takes a multifaceted approach, including symbolic interaction, cultural context, and communication theory. Researchers can identify the symbolic meanings linked with physicians and patient behaviors by evaluating the communication process via this lens, as well as explain patient preferences for their doctors. The study then investigates how cultural values, beliefs, and conventions impact patient choices, taking into account the cultural backgrounds of Indonesia, Malaysia, and Singapore. This study is qualitative, employing a phenomenological approach. In this study, in-depth interviews are used to obtain patient preferences on doctor-patient interactions. The collected data will be coded with "Atlas.ti" to discover reoccurring themes and trends. Following that, the findings can give insight into the quality, behaviors, and qualities of healthcare. As a result of this study's findings, patients from each Gen Z country had varied preferences. As a result, this study proposes four pillars of choice for Gen Z patients regarding doctor-patient interactions in Indonesia, Malaysia, and Singapore, which comprise Integrity, Information, Intelligence, and Inspiration, all of which must be maintained in health services. As a result, the doctor will be able to satisfy the patient's expectations. As a consequence, ambiguity, unhappiness, and misunderstandings are minimized.

Keywords: Symbolic Interaction, Doctor-Patient Communication, Doctor-Patient Interaction, Social Culture, Trust