

ABSTRACT

This thesis, titled "Generation Z's Preferences in Healthcare Services: A Cultural and Gender Perspective on Medical Practices in Indonesia and Malaysia," is driven by the growing need to understand how young people choose healthcare services within diverse cultural and gender contexts. The study aims to explore how cultural values and gender perceptions influence Generation Z's preferences when selecting doctors in both countries. A mixed-method approach was employed, combining quantitative surveys to identify general trends with qualitative interviews to gain deeper insight into patients' personal views and experiences. Statistical analysis was used to reveal patterns in preferences, while thematic analysis uncovered the sociocultural factors shaping doctor-patient relationships. The findings highlight both similarities and differences between Indonesian and Malaysian respondents, particularly concerning doctor gender and expectations around communication styles. Cultural background and gender construction were found to significantly impact patients' comfort and expectations in medical settings. Based on these findings, the study recommends more culturally and gender-sensitive health care approaches, especially in doctor-patient communication. Ultimately, this research contributes to the development of more inclusive and responsive healthcare strategies tailored to the needs of younger generations in multicultural societies.

Keywords: Cultural Analysis, Doctor-Patient Preferences, Gender Perspective, Generation Z, Indonesia, Malaysia.