

ABSTRACT

This study aims to explore Generation Z's preferences in selecting hotel accommodations, focusing on the role of digital visualization and social media reviews in their decision-making process. As a digital native cohort born between the mid-1990s and early 2010s, Gen Z tends to rely heavily on digital platforms and online content as their primary reference before booking a hotel. This research employs a Systematic Literature Review (SLR) based on the PRISMA framework, utilizing data from Scopus, Web of Science, and Google Scholar for the period 2015-2025.

The research gap lies in the limited number of studies that comprehensively examine the combined influence of digital visualization and social media reviews on Gen Z's hotel preferences, particularly within the Indonesian hospitality industry. Previous research has mostly analyzed these factors separately, without detailing their multi-stage impact from initial inspiration to post-stay loyalty.

A review of 20 relevant scholarly articles reveals that high-quality digital visualization, Instagrammable design, and immersive technologies (360° virtual tours, AR) significantly enhance Gen Z's interest and trust. Meanwhile, credible social media reviews, consistent with actual guest experiences and reinforced by online community social proof, were found to accelerate booking decisions and foster loyalty. These findings suggest that marketing strategies integrating strong visual aesthetics and authentic reviews have significant potential to attract and retain the Gen Z market segment in the hospitality industry.

Keywords: Gen Z preference, digital visualization, social media reviews, hotel consumer behavior, Systematic Literature Review.