



IMPACT OF TIKTOK REVIEW OVERCLAIM ON CONSUMER TRUST AND REPURCHASE INTENTION OF GENERATION Z

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ARTICLE INFO

Article history:

Received July 18, 2026
Revised August 04, 2026
Accepted August 27, 2026
Available online October 26, 2026

Keywords:

Social Commerce; TikTok
Overclaim; Source
Credibility; Expectancy
Disconfirmation;
Generation Z; Repurchase
Intention



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ABSTRACT

This This paper provides an empirical investigation into the impact of promotional overclaims in TikTok video reviews on consumer trust and repurchase intention among Generation Z undergraduate students. Grounded in Source Credibility Theory and Expectancy Disconfirmation Theory, a quantitative causal research design was implemented. Primary data were gathered through a structured online questionnaire administered to 100 active undergraduate students in the Digital Business study program at Universitas Kristen Satya Wacana who had experienced product discrepancies following purchases driven by TikTok reviews. Data analysis was executed using simple linear regression modeling in IBM SPSS Statistics. The empirical findings demonstrated that promotional overclaims in TikTok video reviews exerted a statistically significant negative influence on consumer trust ($B = 0.868$, $t = 16.406$, $p = 0.000$), accounting for 73.3 percent of the variance in consumer trust erosion. Furthermore, review overclaims exerted a statistically significant negative impact on repurchase intention ($B = 0.918$, $t = 17.765$, $p = 0.000$), explaining 76.3 percent of the variance in repurchase reluctance. Descriptive statistical analyses revealed high mean scores for perceived overclaim (4.196), consumer skepticism (4.056), and repurchase reluctance (4.178). These findings confirm that deceptive promotional exaggerations severely damage creator credibility and long-term brand equity in social commerce environments. Consequently, content creators must prioritize objective transparency, social commerce platforms should implement stringent disclosure tags, and young consumers should exercise critical verification before making purchasing decisions based on short video content.

1. INTRODUCTION

The rapid evolution of digital technology over the past decade has fundamentally transformed how human beings interact, communicate, and engage in commercial transactions. The emergence of short video social media platforms, particularly TikTok, has created a dynamic ecosystem in modern commerce known as social commerce. Within this ecosystem, the boundary separating entertainment content from commercial marketing has become increasingly blurred. Young consumers, specifically Generation Z, no longer view social media merely as a platform for social interaction, but rather as a primary search engine and an essential point of reference during their purchasing decision-making processes ([Pratiwi & Santoso, 2022](#)).

Generation Z, defined within the scope of this study as individuals born between 1997 and 2012, grew up fully immersed in a ubiquitous digital environment characterized by continuous internet connectivity. [Wijaya and Permata \(2022\)](#) observed that Generation Z purchasing behavior is heavily governed by peer reviews and organic user generated content created by fellow users and content creators, rather than conventional corporate advertisements that are often perceived as overly promotional, aggressive, and artificial. In Indonesia, the market penetration of TikTok among individuals aged 18 to 24 is exceptionally high, positioning the platform as a dominant pre-purchase information channel for young consumers.

The growing reliance of Generation Z on TikTok video reviews is strongly tied to the high degree of source credibility attributed to content creators. [Rahmawati and Hidayat \(2021\)](#), in their examination of source credibility within influencer marketing, established that young consumers perceive content creators as substantially more trustworthy than official brand advertisements. This heightened trustworthiness stems from creators' conversational, relatable, and seemingly non-sponsored presentation styles. However, behind the vast commercial potential of social

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commerce lies a critical ethical and strategic threat: the widespread practice of promotional overclaim in video reviews. Promotional overclaim is defined as the act of disproportionately exaggerating product attributes, taste, performance, or benefits within a review, frequently driven by the pursuit of affiliate financial commissions or direct brand endorsement fees ([Setiawan & Kusuma, 2023](#)). On TikTok, overclaim manifests through strategic camera angles, visual filter enhancements, hyperbolic expressions such as "the best quality in the world" or "most worth it," and the systematic suppression of negative product attributes.

The ramifications of promotional overclaims extend far beyond minor consumer disappointment. When consumers purchase a product based on an exaggerated TikTok review and subsequently discover that the actual product quality fails to align with the expectations formed during content consumption, a psychological state known as expectancy disconfirmation occurs ([Hapsari & Purnomo, 2022](#)). Expectancy Disconfirmation Theory posits that consumer satisfaction or dissatisfaction is a direct function of the comparative evaluation between pre-purchase expectations and actual post-purchase performance. When actual performance falls significantly below the inflated expectations created by hyperbolic reviews, consumers experience acute dissatisfaction. Repeated exposure to negative disconfirmation induced by overclaims can trigger a systemic trust crisis across digital platforms. [Maharani and Lestari \(2023\)](#) discovered that consumers who encounter deceptive review content develop generalized skepticism toward the broader social commerce review ecosystem, rather than restricting their distrust solely to the offending creator. Ultimately, this generalized skepticism depresses consumer repurchase intention regarding both the promoted products and future recommendations from the involved creators ([Anggraeni & Nugroho, 2023](#)).

It is particularly valuable to examine how the impact of review overclaims is experienced by undergraduate students enrolled in the Digital Business study program at Universitas Kristen Satya Wacana (UKSW). As an academic cohort formally educated in social media algorithms, digital marketing strategies, and consumer behavior models, Digital Business students hypothetically possess a higher level of digital literacy compared to average general consumers ([Wijaya & Permata, 2022](#)). A fundamental empirical question arises: does formal academic training in digital business confer cognitive immunity against promotional overclaims, or do these students remain vulnerable to information manipulation in social commerce? Answering this question provides critical insights for academic literature, brand managers, content creators, and policy makers in digital marketing.

To establish a rigorous theoretical foundation, this investigation synthesizes several core conceptual frameworks in digital consumer behavior and source credibility. Generation Z consumers exhibit distinct behavioral patterns characterized by an overwhelming preference for user generated content (UGC) and creator evaluations over traditional marketing communications ([Wijaya & Permata, 2022](#); [Pratiwi & Santoso, 2022](#)). Information search processes that were historically conducted through official corporate websites or traditional broadcast media have migrated toward TikTok short videos and social commerce interfaces ([Anggraeni & Nugroho, 2023](#)). Consequently, content creators operate as central information intermediaries whose perceived integrity directly shapes audience decision-making. Source Credibility Theory, originally formulated by Hovland and colleagues, asserts that the persuasive efficacy of a communication message depends heavily on the receiver's perception of the source's expertise and trustworthiness ([Rahmawati & Hidayat, 2021](#)). Expertise reflects the perceived competence of the communicator, whereas trustworthiness reflects the perceived honesty, objectivity, and impartiality of the message. In short video social marketing, promotional overclaim directly degrades the trustworthiness dimension because consumers who experience post-purchase discrepancies realize that the creator prioritized monetary affiliate gains over objective honesty. Once trustworthiness is compromised, consumer trust collapses, leading to behavioral avoidance.

The operational concept of overclaim in video reviews encompasses quantitative and qualitative distortions where product benefits are magnified far beyond reality ([Setiawan & Kusuma, 2023](#)). Economic incentives inherent in affiliate marketing models encourage creators to adopt dramatic, high-engagement narratives that maximize click-through and conversion rates. In the short video format of TikTok, concise video lengths constrain consumers' ability to perform comprehensive pre-purchase evaluations, amplifying susceptibility to initial visual and verbal hyperbole. [Maharani and Lestari \(2023\)](#) identified key indicators of review overclaim, including hyperbolic and unmeasurable phrasing, systematic concealment of product flaws, non-representative visual lighting or filtering, and unverified claims. Conversely, content authenticity represents honesty, transparency, and alignment between creator communication and real-world product performance. Authentic content fosters durable, long-term trust, whereas hyperbolic overclaims offer short-term sales conversions at the expense of long-term audience relationships.

Consumer trust in digital environments is defined as a consumer's belief that a vendor, platform, or content creator will act reliably, ethically, and in accordance with expectations without exploiting consumer vulnerability ([Yulianto & Putra, 2024](#)). Trust serves as the foundational pillar of social commerce transactions. When consumers

perceive that marketing information is accurate and honest, trust accumulates incrementally over time. However, a single experience of deceptive overclaim can swiftly erode trust that required extended effort to build ([Maharani & Lestari, 2023](#)). Repurchase intention represents a consumer's willingness to re-engage in purchasing activities with a brand or to follow future purchasing recommendations provided by the same information source ([Anggraeni & Nugroho, 2023](#)). High repurchase intention indicates strong customer retention and enduring brand loyalty. In social commerce, repurchase intention applies not only to the specific product bought, but also to the consumer's willingness to act upon future product recommendations from the creator. Negative expectancy disconfirmation caused by overclaims diminishes repurchase intention across both dimensions, instilling a lingering caution that suppresses future transactional activity ([Setiawan & Kusuma, 2023](#)).

A rigorous review of recent empirical literature provides necessary context for positioning this study. [Anggraeni and Nugroho \(2023\)](#) investigated the effect of TikTok review video quality on consumer trust and purchase decisions among Generation Z, finding that high-quality content enhances trust whereas unauthentic content exerts a severe negative effect. However, their study evaluated content quality as a broad construct rather than isolating promotional overclaim as an independent variable, nor did they measure repurchase intention. [Maharani and Lestari \(2023\)](#) evaluated content creator authenticity and its influence on Generation Z audience trust on TikTok, proving that unauthentic creators consistently degrade trust. Their work focused on creator personality traits, whereas the present study focuses directly on the specific informational behavior of review overclaim. [Setiawan and Kusuma \(2023\)](#) analyzed the impact of exaggerated product reviews on digital consumer repurchase intention across Indonesia, concluding that overclaims significantly depress repurchase intention, particularly among consumers aged 18 to 24. Nevertheless, their study examined general digital consumers without isolating short video social commerce platforms, nor did it measure consumer trust as a distinct variable.

[Rahmawati and Hidayat \(2021\)](#) applied Source Credibility Theory to influencer marketing, demonstrating that the trustworthiness dimension exerts a significantly stronger influence on consumer trust than the expertise dimension. The present study expands upon their findings by examining promotional overclaim as a direct violation of source trustworthiness. [Hapsari and Purnomo \(2022\)](#) applied Expectancy Disconfirmation Theory to social media shopping, showing that negative disconfirmation reduces customer satisfaction and repeat purchase likelihood. The current research builds upon their framework by identifying video review overclaims as the primary antecedent trigger of negative disconfirmation. Contextual research by [Narulita and Candra Arifah \(2026\)](#) confirmed that user generated content on TikTok positively influences brand trust and purchase intention, mediated by brand trust. Conversely, [Fauziah and Kusumaningtyas \(2026\)](#) observed that while overclaims can sometimes drive initial purchase decisions among skincare buyers seeking dramatic results, they ultimately damage long-term consumer retention.

Synthesizing both theories, this study models TikTok video review overclaim as an independent predictor (X) influencing two dependent outcomes: consumer trust erosion (Y₁) and repurchase reluctance (Y₂), as shown in Figure 1. Accordingly, two hypotheses are proposed. H1: TikTok video review overclaim has a statistically significant positive effect on consumer trust erosion among Generation Z Digital Business students. H2: TikTok video review overclaim has a statistically significant positive effect on repurchase reluctance among Generation Z Digital Business students.

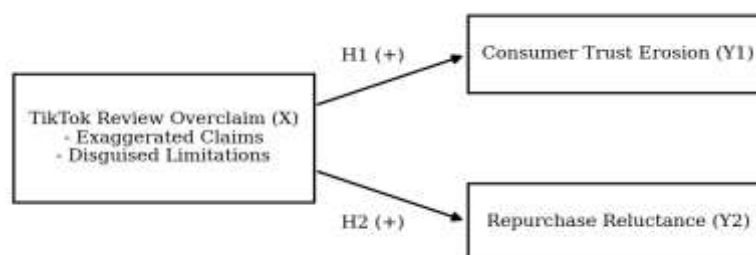


Figure 1. Conceptual framework and hypotheses

2. METHODS

This research adopts an explanatory quantitative design to empirically measure cause-and-effect relationships between variables and test the formulated hypotheses ([Pratiwi & Santoso, 2022](#)). Explanatory research advances beyond simple descriptive mapping by explaining why and to what extent specific independent variables influence dependent outcomes ([Hapsari & Purnomo, 2022](#)). The target population consists of active undergraduate students

enrolled in the Digital Business study program at Universitas Kristen Satya Wacana who belong to Generation Z (born between 1997 and 2012). This group was selected due to their high TikTok usage frequency combined with formal academic exposure to digital marketing concepts. Purposive sampling was employed based on three explicit inclusion criteria: (1) active enrollment in the Digital Business study program at UKSW belonging to Generation Z; (2) prior experience purchasing a product based on a TikTok video review recommendation; and (3) firsthand experience of a discrepancy where actual product performance failed to meet the expectations generated by the video review. Quantitative regression standards dictate that sample size should equal at least 10 times the total number of items per construct model. With 10 indicators evaluated per regression model, the absolute minimum required sample size was 100 respondents. Primary data were successfully gathered from 100 fully validated student respondents.

Table 1. Operational Variables, Item Mapping, and Survey Instrument Statements

Variable	Code	Operational Indicator	Questionnaire Statement (5-Point Likert Scale)
Overclaim (X)	X1	Unrealistic review portrayals	The TikTok video reviews I consume present an unrealistic portrayal of the product.
Overclaim (X)	X2	Concealment of product flaws	Content creators in the TikTok video reviews I consume hide product weaknesses or flaws.
Overclaim (X)	X3	Hyperbolic language usage	The language used by creators in TikTok video reviews is exaggerated and lacks objective measurement.
Overclaim (X)	X4	Affiliate commission orientation	The TikTok video reviews I consume prioritize affiliate financial commissions over informative value.
Overclaim (X)	X5	Usage outcome discrepancies	The actual usage outcomes of products shown in TikTok video reviews conflict with real user experiences.
Trust (Y1)	Y1.1	General review doubt	I doubt product reviews from TikTok content creators in general after experiencing review overclaim.
Trust (Y1)	Y1.2	Perception of covert promotion	I consider most TikTok video reviews to be covert promotional advertisements that do not reflect reality.
Trust (Y1)	Y1.3	Decline in accuracy confidence	My confidence in the accuracy of product information obtained from TikTok video reviews has declined.
Trust (Y1)	Y1.4	Tendency to cross-verify	I tend to cross-verify product information from trusted independent sources before purchasing based on TikTok reviews.
Trust (Y1)	Y1.5	Reluctance to recommend creator	I am reluctant to recommend content creators who engage in promotional overclaims to other people.
Repurchase (Y2)	Y2.1	Reluctance to buy other products	I am reluctant to buy other products recommended by content creators who have previously engaged in overclaims.
Repurchase (Y2)	Y2.2	Reluctance to buy from brand	I am reluctant to buy products from brands that were excessively promoted by TikTok content creators.
Repurchase (Y2)	Y2.3	Drop in following recommendations	The likelihood that I will follow purchasing recommendations from TikTok video reviews in the future has decreased.
Repurchase (Y2)	Y2.4	Avoidance of unverified products	I tend to avoid products that are promoted exclusively through short video reviews without independent evaluation.
Repurchase (Y2)	Y2.5	Actions to unfollow creator	I tend to unfollow or limit interactions with content creator accounts that engage in promotional overclaims.

3. RESULTS AND DISCUSSIONS

Results

Data collection yielded 100 fully completed responses without missing values or duplicate entries. All 100 responses were retained for statistical analysis. The analytical sequence follows the structured protocol detailed in

Section 2, moving systematically through demographic profiling, descriptive statistics, instrument quality evaluation, classical assumption verification, structural regression modeling, and theoretical discussion.

Demographic Profile of Respondents

The target population comprised active undergraduate students in the Digital Business study program at UKSW who belong to Generation Z. Table 2 summarizes the demographic distribution of respondents based on age categories.

Table 2. Demographic Characteristics of Respondents by Age

Age Range Category	Absolute Frequency (n)	Relative Percentage (%)
18 - 21 Years	51	51.0
22 - 25 Years	49	49.0
Total Sample Size	100	100.0

Table 2 indicates a highly balanced age distribution within the sample, with 51 respondents (51.0 percent) aged 18 to 21 years and 49 respondents (49.0 percent) aged 22 to 25 years. This demographic reflects the typical age profile of undergraduate students in higher education.

Construct-Level and Item-Level Descriptive Statistics

Descriptive statistics were calculated for each survey item using a five-point scale. Mean scores were categorized into five equal intervals of 0.80 width: 1.00 to 1.80 (very low), 1.81 to 2.60 (low), 2.61 to 3.40 (moderate), 3.41 to 4.20 (high), and 4.21 to 5.00 (very high). Table 3 presents the summary descriptive statistics at the construct level.

Table 3. Construct-Level Summary Descriptive Statistics

Research Construct Variable	Sample N	Minimum Score	Score	Mean	Std. Dev.	Category
Overclaim Video Review TikTok (X)	100	2.600	5.000	4.196	0.599	High
Consumer Trust Erosion (Y1)	100	2.200	5.000	4.056	0.607	High
Repurchase Intention Reluctance (Y2)	100	2.800	5.000	4.178	0.629	High

As summarized in Table 3, the overall mean for Promotional Overclaim (X) was 4.196 (SD = 0.599), placing it in the high category. Consumer Trust Erosion (Y1) exhibited an overall mean of 4.056 (SD = 0.607), and Repurchase Intention Reluctance (Y2) exhibited an overall mean of 4.178 (SD = 0.629), both falling into the high category. High mean scores on Y1 and Y2 directly reflect elevated consumer skepticism and strong reluctance to repurchase following overclaim exposure.

To provide a comprehensive examination of individual indicator responses, Table 4 displays the item-level descriptive statistics across all 15 survey statements.

Table 4. Item-Level Descriptive Statistics Across All Questionnaire Statements

Construct	Item	N	Min Score	Max Score	Mean Score	Std. Dev.	Interpretation Category
Overclaim (X)	X1	100	3	5	4.22	0.690	Very High
Overclaim (X)	X2	100	3	5	4.17	0.711	High
Overclaim (X)	X3	100	3	5	4.20	0.696	High
Overclaim (X)	X4	100	2	5	4.23	0.694	Very High
Overclaim (X)	X5	100	2	5	4.16	0.692	High
Trust (Y1)	Y1.1	100	2	5	4.04	0.790	High
Trust (Y1)	Y1.2	100	2	5	4.08	0.692	High
Trust (Y1)	Y1.3	100	2	5	4.02	0.681	High
Trust (Y1)	Y1.4	100	3	5	4.03	0.674	High
Trust (Y1)	Y1.5	100	2	5	4.11	0.737	High
Repurchase (Y2)	Y2.1	100	2	5	4.21	0.743	Very High
Repurchase (Y2)	Y2.2	100	3	5	4.14	0.711	High
Repurchase (Y2)	Y2.3	100	3	5	4.21	0.701	Very High
Repurchase (Y2)	Y2.4	100	3	5	4.19	0.677	High

Repurchase (Y2)	Y2.5	100	2	5	4.14	0.752	High
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Table 4 shows that maximum scores across all 15 items reached 5, while minimum scores ranged between 2 and 3. Eight items recorded minimum scores of 2 (X4, X5, Y1.1, Y1.2, Y1.3, Y1.5, Y2.1, Y2.5), and seven items recorded minimum scores of 3. Item means ranged from 4.02 (Y1.3) to 4.23 (X4), with standard deviations ranging between 0.674 and 0.790. Eleven items fell into the high category and four items fell into the very high category (X1, X4, Y2.1, Y2.3). No items fell into moderate, low, or very low categories, indicating strong general agreement among respondents regarding the presence of overclaims, the erosion of consumer trust, and reluctance toward repurchasing.

Data Quality and Instrument Reliability

Construct validity was tested using Pearson Product-Moment correlation analysis across all 100 responses. For $N = 100$ (degrees of freedom $df = 98$), the critical two-tailed r -table value at $\alpha = 0.05$ is 0.197. Table 5 presents the validity testing results.

Table 5. Pearson Product-Moment Construct Validity Results ($N = 100$, $df = 98$)

Construct	Item	r-calculated	Sig. (2-tailed)	Corrected Item-Total	r-table	Evaluation
Overclaim (X)	X1	0.833	0.000	0.736	0.197	Valid
Overclaim (X)	X2	0.874	0.000	0.795	0.197	Valid
Overclaim (X)	X3	0.859	0.000	0.775	0.197	Valid
Overclaim (X)	X4	0.862	0.000	0.779	0.197	Valid
Overclaim (X)	X5	0.869	0.000	0.790	0.197	Valid
Trust (Y1)	Y1.1	0.867	0.000	0.772	0.197	Valid
Trust (Y1)	Y1.2	0.870	0.000	0.793	0.197	Valid
Trust (Y1)	Y1.3	0.832	0.000	0.739	0.197	Valid
Trust (Y1)	Y1.4	0.846	0.000	0.760	0.197	Valid
Trust (Y1)	Y1.5	0.830	0.000	0.725	0.197	Valid
Repurchase (Y2)	Y2.1	0.901	0.000	0.837	0.197	Valid
Repurchase (Y2)	Y2.2	0.851	0.000	0.766	0.197	Valid
Repurchase (Y2)	Y2.3	0.891	0.000	0.826	0.197	Valid
Repurchase (Y2)	Y2.4	0.868	0.000	0.796	0.197	Valid
Repurchase (Y2)	Y2.5	0.877	0.000	0.799	0.197	Valid

Table 5 confirms that all calculated correlation coefficients (r -calculated) substantially exceeded the r -table threshold of 0.197, with two-tailed significance values of 0.000 across all items. Calculated coefficients ranged from 0.830 (Y1.5) to 0.901 (Y2.1), and corrected item-total correlations ranged from 0.725 to 0.837. Consequently, all 15 questionnaire items were confirmed as valid measurement instruments.

Scale reliability was evaluated using Cronbach's Alpha coefficient. Table 6 presents the reliability analysis summary across research constructs.

Table 6. Scale Reliability Testing Results

Research Construct Variable	Cronbach's Alpha	Item Count	Minimum Threshold	Evaluation
Overclaim Video Review TikTok (X)	0.912	5	0.700	Reliable
Consumer Trust Erosion (Y1)	0.902	5	0.700	Reliable
Repurchase Intention Reluctance (Y2)	0.925	5	0.700	Reliable

As shown in Table 6, Cronbach's Alpha coefficients were 0.912 for Overclaim (X), 0.902 for Consumer Trust (Y1), and 0.925 for Repurchase Intention (Y2). Because all coefficients well exceeded the standard threshold of 0.70, high scale reliability and internal consistency were demonstrated.

Classical Assumption Testing Results

Classical assumption tests were conducted for Model 1 (X on Y1) and Model 2 (X on Y2). Normality was examined using the Kolmogorov-Smirnov test with Lilliefors correction on unstandardized residual values. Table 7 details the Kolmogorov-Smirnov test statistics.

Table 7. Kolmogorov-Smirnov Normality Test Results on Unstandardized Residuals

Model Specification	N	Std. Deviation	Absolute	Positive	Negative	Test Stat.	Sig.
Model 1 (X on Y1)	100	1.568	0.072	0.069	-0.072	0.072	0.200
Model 2 (X on Y2)	100	1.531	0.092	0.081	-0.092	0.092	0.035

Table 7 indicates that unstandardized residuals for Model 1 obtained a test statistic of 0.072 with a significance value of 0.200, exceeding the 0.05 threshold and confirming residual normality. For Model 2, the test statistic was 0.092 with a significance value of 0.035, falling below 0.05 under the strict Kolmogorov-Smirnov metric. To thoroughly investigate Model 2 residual distribution, supplementary Shapiro-Wilk tests, skewness, and kurtosis analyses were conducted, as presented in Table 8.

Table 8. Supplementary Residual Normality Metrics

Model Specification	Shapiro-Wilk Statistic	Significance	Skewness	Kurtosis
Model 1 (X on Y1)	0.988	0.531	-0.128	-0.543
Model 2 (X on Y2)	0.977	0.075	-0.083	0.711

As documented in Table 8, the Shapiro-Wilk test yielded significance values of 0.531 for Model 1 and 0.075 for Model 2.

2. Both values exceed 0.05, supporting residual normality across both models. Furthermore, skewness values (-0.128 for Model 1; -0.083 for Model 2) and excess kurtosis values (-0.543 for Model 1; 0.711 for Model 2) remained close to zero, demonstrating that residual distributions did not deviate severely from normality.

Multicollinearity was evaluated for both single-predictor structural models. Table 9 presents the multicollinearity diagnostic metrics.

Table 9. Multicollinearity Diagnostic Results

Model Specification	Tolerance	VIF
Model 1 (X on Y1)	1.000	1.000
Model 2 (X on Y2)	1.000	1.000

Table 9 confirms Tolerance values of 1.000 and VIF values of 1.000 for both models, fulfilling the diagnostic criteria (Tolerance > 0.10; VIF < 10) and verifying the absence of multicollinearity issues. Homoskedasticity was assessed using the Glejser test by regressing absolute residual values (Abs_Res) against the independent variable X. Table 10 presents the Glejser test regression outputs.

Table 10. Glejser Heteroskedasticity Test Regression Outputs

Model	Variable Term	Unstandardized B	Std. Error	Std. Beta	t-stat	Sig.
Model 1	Constant Term	1.861	0.639	—	2.913	0.004
Model 1	Overclaim Video Review (X)	-0.028	0.030	-0.092	-0.919	0.360
Model 2	Constant Term	1.450	0.715	—	2.027	0.045
Model 2	Overclaim Video Review (X)	-0.014	0.034	-0.042	-0.420	0.675

In Table 10, the slope coefficients for X in predicting absolute residuals yielded significance values of 0.360 for Model 1 (t = -0.919) and 0.675 for Model 2 (t = -0.420). Because both significance values comfortably exceeded 0.05, variance homoskedasticity was established.

Structural Regression Analysis and Hypothesis Testing

Total variable scores were constructed by summing item scores, yielding total score ranges from 5 to 25. Actual observed score ranges were 13 to 25 for X (mean = 20.980), 11 to 25 for Y1 (mean = 20.280), and 14 to 25 for Y2 (mean = 20.890). Simple linear regression estimations yielded structural Equations (3) and (4):

$$Y_1 = 2.074 + 0.868X + \epsilon \quad (3)$$

$$Y_2 = 1.639 + 0.918X + \epsilon \quad (4)$$

Table 11 presents the model summaries, Table 12 details the ANOVA F-test results, and Table 13 displays regression coefficient statistics.

Table 11. Simple Linear Regression Model Summaries

Model Specification	Correlation R	R-Squared	Adjusted R-Squared	Std. Error Estimate
Model 1 (X on Y1)	0.856	0.733	0.730	1.576
Model 2 (X on Y2)	0.874	0.763	0.761	1.539

Table 11 demonstrates strong linear relationships in both models, with R values of 0.856 for Model 1 and 0.874 for Model 2. The coefficient of determination (R^2) was 0.733 for Model 1, indicating that promotional overclaims account for 73.3 percent of the variance in consumer trust erosion. For Model 2, R^2 reached 0.763, indicating that promotional overclaims explain 76.3 percent of the variance in repurchase reluctance.

Table 12. ANOVA F-Test Model Significance Results

Model	Source	Sum of Squares	df	Mean Square	F-Stat	Sig.
Model 1	Regression	668.682	1	668.682	269.145	0.000
Model 1	Residual	243.478	98	2.484	—	—
Model 1	Total	912.160	99	—	—	—
Model 2	Regression	747.631	1	747.631	315.593	0.000
Model 2	Residual	232.159	98	2.369	—	—
Model 2	Total	979.790	99	—	—	—

As presented in Table 12, calculated F-statistics were 269.145 for Model 1 and 315.593 for Model 2. Both values far exceeded the critical F-table benchmark of 3.938 ($df_1 = 1$, $df_2 = 98$) with p-values of 0.000, establishing overall statistical model validity.

Table 13. Regression Parameter Coefficients and Significance Output

Model	Variable Term	Unstd. B	Std. Err	Std. Beta	t-stat	Sig.	95% Conf. Interval
Model 1	Constant Term	2.074	1.121	—	1.850	0.067	[-0.151, 4.298]
Model 1	Overclaim (X)	0.868	0.053	0.856	16.406	0.000	[0.763, 0.973]
Model 2	Constant Term	1.639	1.095	—	1.497	0.137	[-0.533, 3.811]
Model 2	Overclaim (X)	0.918	0.052	0.874	17.765	0.000	[0.815, 1.020]

Table 13 shows that in Model 1, the unstandardized regression slope coefficient B for X was 0.868 (Beta = 0.856) with a calculated t-statistic of 16.406, exceeding the critical t-table threshold of 1.984 with $p = 0.000$. The 95 percent confidence interval ranged from 0.763 to 0.973. In Model 2, the unstandardized slope coefficient B for X was 0.918 (Beta = 0.874) with a calculated t-statistic of 17.765, exceeding the t-table value with $p = 0.000$. The 95 percent confidence interval ranged from 0.815 to 1.020. Each one-point increase in perceived overclaim score yields an 0.868-point increase in consumer trust erosion score (Y1) and an 0.918-point increase in repurchase reluctance score (Y2). Table 14 summarizes the hypothesis testing decisions.

Table 14. Summary of Formal Hypothesis Testing Decisions

Hypothesis	Structural Path	Unstandardized B	t-statistic	p-value	Score Direction	Decision
H1	X on Y1 (Trust)	0.868	16.406	0.000	Positive (Skepticism ↑)	Supported
H2	X on Y2 (Repurchase)	0.918	17.765	0.000	Positive (Reluctance ↑)	Supported

As summarized in Table 14, empirical results provide robust support for both H1 and H2. Promotional overclaims in TikTok video reviews exert a statistically significant negative impact on consumer trust and repurchase intention among Generation Z undergraduate students.

In-Depth Theoretical and Empirical Discussion

The statistical confirmation of Hypothesis 1 establishes that promotional overclaims directly drive the erosion of consumer trust. This empirical outcome aligns with Source Credibility Theory, confirming that when content creators employ hyperbolic descriptions, hide product defects, or present non-representative visual outcomes to secure affiliate financial commissions, audiences perceive a direct breach of honesty and objectivity. Once creator trustworthiness is compromised, consumers reevaluate the integrity of the information source, transforming initial trust into active skepticism. This finding reinforces the conceptual assertions of [Rahmawati and Hidayat \(2021\)](#), who identified trustworthiness as the primary driver of influencer credibility. Furthermore, these results complement the empirical findings of [Narulita and Candra Arifah \(2026\)](#), who demonstrated that user generated content on TikTok strongly influences brand trust. When review content is tainted by perceived overclaim, the positive trust building mechanism of short video marketing collapses.

The statistical confirmation of Hypothesis 2 demonstrates that promotional overclaims significantly increase consumer reluctance to re-engage in purchasing activities. This result aligns with Expectancy Disconfirmation Theory ([Hapsari & Purnomo, 2022](#)). Exaggerated video reviews construct unrealistically high pre-purchase performance expectations. When actual post-purchase product performance falls short of these inflated expectations, acute negative disconfirmation occurs. This negative psychological state generates dissatisfaction, cognitive dissonance, and post-purchase regret. Consequently, consumers adopt behavioral avoidance strategies, including refusing to purchase other products recommended by the offending creator, boycotting brands associated with exaggerated promotions, and unfollowing deceptive creator accounts. These empirical outcomes align with [Setiawan and Kusuma \(2023\)](#), who observed significant repurchase intention drops following review exaggeration. Conversely, while [Fauziah and Kusumaningtyas \(2026\)](#) noted that overclaims might occasionally stimulate initial purchase decisions among naive buyers, the current study proves that for repeat transactions, overclaims act as a severe destructive force.

A critical, nuanced insight emerging from this investigation concerns the specific demographic profile of the respondents. As undergraduate students in Digital Business, this sample possesses formal academic knowledge regarding digital marketing strategies, platform algorithm mechanics, consumer behavior models, and monetization structures. Despite this heightened digital literacy, the high descriptive mean scores for overclaim perception (4.196), trust erosion (4.056), and repurchase reluctance (4.178) indicate that academic literacy does not confer immunity against the negative emotional and behavioral consequences of deceptive marketing. Rather, academically literate young consumers display sharp critical awareness: once they detect information manipulation, their intellectual understanding of affiliate commission incentives exacerbates their skepticism, leading to decisive behavioral rejection.

Methodological constraints must be acknowledged to contextualize these empirical findings. First, while Kolmogorov-Smirnov test metrics for Model 2 residuals yielded a p-value of 0.035, supplementary Shapiro-Wilk tests ($p = 0.075$), skewness (-0.083), and excess kurtosis (0.711) confirmed acceptable parametric distribution properties. Central limit theorem principles further support regression robustness with a sample size of 100. Second, data collection relied on a single-source cross-sectional survey, introducing potential common method variance. The observed bivariate correlation between Y1 and Y2 was 0.768, reflecting strong theoretical overlap between trust erosion and repurchase reluctance, but also potentially influenced by single-issue cross-sectional measurement design. Third, high R-squared metrics (0.733 and 0.763) in single-predictor models suggest potential item framing alignment, as survey items for X, Y1, and Y2 were phrased around negative social commerce experiences. Fourth, cross-sectional designs measure statistical associations at a single point in time rather than establishing definitive temporal causation. Fifth, restricting the sample to 100 Digital Business students at a single university limits statistical generalization to broader consumer populations.

Practical and managerial implications stem directly from these findings. Content creators must recognize that hyperbolic claims and defect concealment offer short-term affiliate gains at the cost of long-term reputation and audience retention. Creators should adopt balanced, highly objective review formats that explicitly highlight product limitations alongside benefits. Social commerce platforms such as TikTok, along with brand managers, should implement mandatory affiliate disclosure tags and algorithmic penalty mechanisms for misleading content to protect ecosystem trust. Finally, Generation Z consumers should continue exercising critical evaluation, cross-verifying video review claims across independent, non-commercial channels before completing purchases.

4. CONCLUSION

This study empirically evaluated the impact of promotional overclaims in TikTok video reviews on consumer trust and repurchase intention among Generation Z undergraduate students in the Digital Business study program at

Universitas Kristen Satya Wacana. Based on simple linear regression analyses of 100 validated responses, three core conclusions are established. First, promotional overclaims in TikTok video reviews exert a statistically significant negative effect on consumer trust ($B = 0.868$, $t = 16.406$, $p = 0.000$), accounting for 73.3 percent of the variance in consumer trust erosion. This confirms Hypothesis 1. Second, promotional overclaims exert a statistically significant negative effect on repurchase intention ($B = 0.918$, $t = 17.765$, $p = 0.000$), explaining 76.3 percent of the variance in repurchase reluctance. This confirms Hypothesis 2. Third, respondents reported high levels of perceived overclaim (mean = 4.196), consumer trust erosion (mean = 4.056), and repurchase reluctance (mean = 4.178), proving that promotional exaggerations represent a pervasive, highly impactful problem among young, digitally literate consumers. In summary, promotional overclaims damage source credibility and trigger negative expectancy disconfirmation, undermining long-term commercial sustainability in social commerce.

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