

CONSUMER PROTECTION AGAINST SALE PURCHASE BREACH IN E-COMMERCE TRANSACTIONS

Felicia Madeleine Lomanorek

(01051170117)

ABSTRACT

The globalization of the 21st century has led to numerous changes in the world of commerce, with consumers and businesses increasingly relying on digital transactions. This has led to the development of legal relationships between consumers and businesses, as well as the rise of digital commerce. Information and technology have become integral parts of human life, with the rapid development of digital communication becoming a significant aspect of modern life.

The internet has become a popular social media platform, with its ease of use and affordability making it a popular choice for communication and business purposes. However, the rapid growth of e-commerce has also led to increased competition, with many companies using it as their primary business platform. The rise of e-commerce has also led to increased competition in the market, affecting the balance between the two. E-commerce refers to the process of producing, distributing, purchasing, distributing, and distributing goods and services electronically.

The OECD defines e-commerce as a transaction based on electronic processes and data transmission. The Alliance for Global Business is an international organization that emphasizes e-commerce as a vital aspect of business, focusing on the transfer of information, products, and services through electronic channels as a media. The growth of e-commerce has led to the development of a new business paradigm, focusing on virtual business models. This shift has led to increased efficiency and productivity for producers and businesses in reaching their target markets. However, the impact of e-commerce on consumers is still significant, especially in countries like Indonesia, where the government must adapt, manage, and control the system to ensure its effectiveness. However, e-commerce has negative impacts on consumers, as it can lead to a lack of personal contact with producers, delayed payment, and delayed delivery of goods. The negative aspects of e-commerce include the lack of physical presence of internet merchants in specific countries, which can lead to a lack of personal contact with consumers.

Keywords: E-commerce, Consumer Protection, Transaction.