

ABSTRACT

“LEGAL PROTECTION FOR CONSUMERS WHO HAVE MADE COMPLAINTS ON INCOMPATIBILITY OF BAG PURCHASED IN E-COMMERCE TRANSACTIONS”

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Consumers who receive bags that do not match the bags they bought can file a complaint to the e-commerce as an intermediary or third party. Often the seller does not heed the complaint and even runs away from his responsibility. Entrepreneurs ignore responsibility for selling bags that do not match the description given. These entrepreneurs must of course be held accountable for their actions against consumers. The type of legal research carried out by the author is normative legal research with a qualitative approach. The type of data used in this study is secondary data, namely the source of legal materials. The method of data processing carried out by the author is a literature study, where the author collects various sources of legal materials and data for research. The approach taken by the author is a statutory approach and an analytical approach. The increase in the use of e-commerce is accompanied by complaints. Settlement of consumer disputes through such complaints is a form of dispute resolution out of court. Consumers can also bring disputes that occur through the court in the form of lawsuits or police reports. Entrepreneurs who sell bags that do not fit must be held accountable for their actions where the actions of entrepreneurs have an element of error and absolute responsibility. Consumers can file complaints, lawsuits, or reports. It aims to receive compensation for losses suffered by consumers. Entrepreneurs who commit acts of selling bags that are not appropriate or not original can be sued as a form of responsibility.

Keyword: Consumer Protection, Complaint, E-Commerce

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