

## **ABSTRACT**

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***Protection For Consumers Who Experience Losses Due To Discrepancies In Coach Brand Bag Transactions Via E-commerce***

**(XII + 117 pages)**

*As time progresses, there are always increasingly advanced systems to meet life's essentials. Nowadays, e-commerce is here to become a platform that simplifies aspects of people's lives by making it easy for consumers to obtain goods or services. For women in particular, the increasingly rapid and heterogeneous development of fashion triggers a desire to own, for example, Coach branded designer bags which are very well known in the United States. There is always a feeling of wanting to own it, and of course it will add to the pleasure if consumers can get the bag easily in e-commerce accompanied by a guarantee conveyed by the business actor that the bag being bought and sold is a genuinely original bag, but in fact it is not suitable when it arrives. Therefore, this research aims to determine the implementation of the Consumer Protection Law for consumers who experience losses similar to discrepancies in Coach branded bag transactions and how business actors respond to these cases with full responsibility. The author uses normative-empirical legal research with secondary data as base material such as literature studies and supported by primary data from interviews. The Consumer Protection Law has indeed accommodated the rights and obligations of business actors and consumers, but in its implementation on the research topic the Consumer Protection Law has not been able to protect all consumers, especially consumers who experience losses due to discrepancies Coach bag transactions via e-commerce.*

*Keywords : Consumer Protection, Coach, Discrepancies*

*References : 51 (1977 - 2024)*