

ABSTRACT

Michael Stepven Owen (01051210044)

Legal Protection of Consumers Due to the Minimize Quality of Food in Restaurants as viewed from the Consumer Protection Law

(xviii + 100 pages; 1 figure; 1 tables)

This research aims to analyze the legal protection of consumers related to the low quality of food served in restaurants, especially in dining restaurants with medium to high risk levels. The approach used in this research is normative empirical, which integrates literature study to understand the legal basis with interviews as a data collection method to explore practical perspectives from industry players, legal experts, and consumers. In the normative approach, this research examines the Consumer Protection Law (UUPK) to identify consumer rights that are threatened due to a mismatch between expectations and reality provided by businesses. It also explores the steps that consumers can take to protect their rights and identifies the legal responsibilities of businesses in ensuring the quality of food served in accordance with established standards, as well as the responsibilities of businesses towards consumers who suffer losses. Based on interviews with resource persons from the hospitality industry, it was found that despite improvement efforts by restaurant management, there are still shortcomings in the implementation of quality assurance that can meet consumer expectations. In addition, consumers' low understanding of their rights is one of the factors that exacerbate injustice in the relationship between consumers and businesses. The findings suggest the need for more effective supervision of the restaurant industry, provision of legal education for consumers, and strengthening the capacity of restaurant management to ensure service quality. This research recommends strengthening regulations, increasing legal awareness by businesses and consumers, and applying stricter legal sanctions against violations, in order to create a more responsible and consumer satisfaction-oriented culinary industry.

References : 61 (1945 - 2024)

Keywords : Consumer Protection, Food Quality, Restaurant, Consumer Protection Law