

ABSTRACT

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Analysis of Discrepancies in Delivery Time Estimates by Shipping Services in E-Commerce Transactions

The development of digital technology has significantly impacted trade activities, particularly the growth of e-commerce in Indonesia. However, along with its benefits, consumers often face issues related to the accuracy of delivery time estimations provided by expedition services. This study aims to examine the legal protection available to consumers who experience delays in receiving goods beyond the estimated delivery time and to analyze the responsibility principles applicable to expedition service providers. This research uses a normative-empirical legal method with data obtained through literature studies and interviews with consumers and business actors. Findings indicate that delays are commonly caused by internal operational errors, unclear recipient information, or external factors such as natural disasters. Even though estimated delivery time is not legally binding, it still forms part of the service expectation and consumer trust. Therefore, consumers are entitled to transparent and accurate information, and to compensation in cases of proven loss. Legal protection is primarily regulated under Law No. 8 of 1999 concerning Consumer Protection. The study concludes that there is an urgent need for expedition services and e-commerce platforms to improve their delivery systems and information accuracy. Moreover, regulators should strengthen oversight and enforce stricter compliance with consumer rights standards in digital transactions.

Keywords: *Consumer Protection, E-Commerce, Expedition Services, Delivery Estimation, Legal Responsibility*