



Digital Information Management and Consumer Protection in Electronic Transactions: Evidence from Indonesia

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Abstract

Background: The development of digital technology has significantly increased the number of online transactions in Indonesia. Despite this convenience, consumers still need to be aware of risks such as non-conforming goods, online fraud, late delivery, and the possibility of personal data leaks.

Aims: This study aims to provide legal protection to consumers from problems arising from online transactions.

Methods: The method used in this study is normative juridical, analyzing laws, scientific journals, and official documents related to online transactions and consumer protection.

Result: The results of this study indicate that protection includes preventive and repressive measures. Preventive protection includes the obligation for business actors to provide accurate information, protect personal data, and ensure the security of electronic systems. Repressive protection is implemented by submitting complaints through internal marketplace services, resolving disputes with the Consumer Protection Agency (BPSK), filing civil lawsuits, and reporting criminal cases to the authorities.

Conclusion: However, the implementation of these protections still faces various problems, such as poor oversight, lack of digital literacy, and limited effectiveness in problem-solving. Consequently, handling of emerging problems is less than significant. However, this research can also contribute to consumer protection policies in the current digital era.

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INTRODUCTION

The advancement of digital technology has brought about significant changes in consumer behavior. Buying and selling activities are now dominated by online transactions via e-commerce platforms such as Shopee, Tokopedia, and Lazada. Factors such as ease of access, product variety, and time savings have driven the popularity of online transactions. However, these developments have also given rise to issues that cause losses for users such as non-compliant goods, fraud, incorrect product information, and identity leaks thereby significantly harming consumers (Martha et al., 2023; Resmawa & Laksmi, 2026). Observations indicate a high volume of annual consumer complaints, particularly regarding product discrepancies and online store fraud, leading to a rapid increase in financial losses (Prayuti, 2024).

This study was conducted in response to the significant financial losses experienced by consumers who do not receive adequate legal protection. One of the main issues contributing to consumer frustration and disappointment is the information gap between sellers and consumers. Sellers generally have more complete knowledge about the products they offer, while consumers often have to rely on the information provided in product descriptions. As a result, consumers may

not fully understand whether a product is suitable for their needs or whether it could lead to problems in the future. This imbalance of information can leave consumers in a vulnerable position when making purchasing decisions and increase the possibility of information being used unfairly by sellers (Rahmawati et al., 2025). Therefore, this research is essential to elucidate the mechanisms of legal protection in online transactions and to identify the obstacles hindering their implementation. Furthermore, the urgency of this study is underscored by previous research indicating that the majority of consumer losses on the Shopee platform stem from inaccurate information, product photos that do not match the actual item, and fraudulent sellers. These findings suggest that preventive measures specifically regarding information transparency remain inadequate (Makasuci, F. C., & Gultom, 2021).

Meanwhile, Agista et al., (2022) explain that the dispute resolution mechanism via the Consumer Dispute Resolution Agency (BPSK) has not functioned optimally due to administrative hurdles, a lack of human resources, and limited geographical reach. Similar findings confirm that insufficient seller verification and weak marketplace oversight create opportunities for irregularities in digital transactions. This literature review demonstrates that consumer protection issues are not confined to a single platform but represent a structural problem affecting nearly all marketplaces in Indonesia (Yulia, 2024). From a legal perspective, this study is grounded in consumer protection theories that highlight the importance of fairness, safety, and legal certainty for consumers. Information asymmetry theory helps explain the imbalance of information between consumers and business actors, while liability theory emphasizes the responsibility of business actors to provide accurate information and bear the consequences when consumers suffer losses. Together, these theories provide a framework for examining how marketplace regulations and practices protect consumers in online transactions. This study focuses on two research questions. First, what forms of legal protection are available to consumers in online transactions in Indonesia? Second, what challenges affect the implementation of consumer legal protection in online transactions? In line with these questions, the study aims to examine the forms of legal protection available to consumers and assess how effectively these protections are implemented in the context of online transactions in Indonesia (Cahyono & Rizqi, 2024; Dea & Prastowo, 2025). The study is expected to offer a detailed overview of the effectiveness of current policies and the measures employed to protect consumers in the digital era.

METHOD

Research Methods

This study employs a normative-juridical method, analyzing statutory regulations, official documents, and provisions regarding consumer protection in transactions. This method was selected because the research focuses specifically on the analysis of legal norms, the application of regulations, and the theoretical foundations derived from primary and secondary legal sources namely Law No. 8 of 1999, the ITE Law, and Government Regulations concerning electronic transactions. (b) Secondary legal materials: law journals, scholarly articles, reference books, and findings from previous research. (c) Tertiary legal materials: legal dictionaries and encyclopedias (Shidarta, 2022).

Data collection for this study was conducted through a literature review, examining various primary, secondary, and tertiary legal sources. Data gathering involved reading, researching, and analyzing scholarly journals, legal textbooks, prior research articles, and official reports concerning consumer disputes in online transactions (Nasution, 2020). This study analyzes policies such as the Consumer Protection Law, the ITE Law (Law on Electronic Information and Transactions), and regulations governing electronic transactions. To strengthen the analysis, additional data was drawn from case reports and official information regarding consumer issues on marketplaces such as Shopee, Tokopedia, and Lazada (Haryono, 2024). All the data is then categorized according to research needs to provide a comprehensive overview of legal protection for consumers engaging in online transactions.

Research Framework

Based on this research framework, the legal perspective regarding consumer online transactions must be analyzed through two types of legal protection: preventive and repressive. Preventive protection is analyzed by examining the fulfillment of obligations by business actors and marketplaces specifically, providing accurate information, protecting personal data, and ensuring the reliability of electronic systems to prevent consumer losses (Himmah, F., & Karim, 2025).

Meanwhile, repressive protection is viewed through the mechanisms available to resolve issues when consumers suffer losses; these include internal platform complaint procedures, proceedings before the Consumer Dispute Resolution Agency (BPSK), civil lawsuits, and criminal reporting. This conceptual framework is reinforced by the theory of asymmetric information and the theory of business actor liability, both of which emphasize the imbalance of information and the seller's legal obligations toward the consumer (Khatimah, 2022). Drawing on this approach, the study evaluates how marketplace policies and practices effectively provide protection for consumers in the digital era (Zahay, 2021).

RESULTS AND DISCUSSION

Results

Research findings indicate that legal protection for consumers falls into two categories. The first is preventive protection, which provides legal safeguards prior to the occurrence of loss by ensuring that transaction processes are secure, transparent, and open. This form of protection requires business operators and marketplace sellers to provide accurate and honest information and to refrain from misleading consumers (Nasrullah et al., 2025; Nursari et al., 2025). This principle aligns with consumer protection theory, which emphasizes the policy of ensuring information clarity prior to the execution of a transaction (Prayuti, 2024). Furthermore, preventive protection encompasses measures to safeguard the security of consumers' personal data. As electronic system providers, marketplaces are obligated to implement robust security systems to prevent data breaches and ensure that all data processing activities are conducted lawfully and in compliance with applicable regulations. The safeguarding of personal data constitutes a crucial element of consumer protection in the digital era (Sari, D. P., & Nugroho, 2023).

Preventive protection also requires the reliability of the electronic systems used in transactions. These systems must be capable of accurately recording transactions, displaying product information precisely, and ensuring secure payment processing. System reliability is part of the effort to mitigate the risk of disputes arising from technical errors or data manipulation (Rahmawati et al., 2025). Examples of preventive protection measures :

1. Business operators and marketplaces are required to provide accurate, truthful, and non-misleading information. This information includes item descriptions, prices, product conditions, return policies, and other technical specifications. Discrepancies in information can lead to consumer losses during the decision-making process (Prayuti, 2024)
2. Safeguarding consumer personal data. Marketplaces are required to implement encryption, two-factor authentication, and other digital security systems to protect consumer data from potential misuse.
3. Ensuring the reliability of electronic systems in online transactions. Systems must be stable and accessible, and must accurately record all transaction activities without errors to avoid causing consumer detriment (Rahmawati et al., 2025).

The second form is repressive protection, which focuses on resolving disputes and restoring consumers' rights after a loss has occurred. This type of protection is important when business operators or online marketplaces do not adequately fulfill their preventive responsibilities. In online transactions, repressive protection can take several forms, including complaint mechanisms provided by the platform, dispute resolution through the Consumer Dispute Settlement Agency (BPSK), and, when necessary, civil or criminal legal proceedings. These mechanisms are intended to

provide consumers with legal certainty and a means of seeking remedies when they suffer losses as a result of the actions of business operators (Sari et al., 2022; Wibowo et al., 2023).

Marketplaces offer various complaint resolution features, such as refund requests, product returns, and consumer help centers. However, the effectiveness of these internal mechanisms is often hindered by uncooperative sellers or discrepancies in the evidence submitted by the parties involved. This indicates that internal resolution processes still require stronger oversight (Makasuci, F. C., & Gultom, 2021). In addition to internal resolution mechanisms, consumers have the option to submit disputes to the Consumer Dispute Resolution Agency (BPSK), which offers three resolution methods: mediation, arbitration, and conciliation. However, research Agista et al. (2022) indicates that the effectiveness of the BPSK remains limited due to administrative constraints, a shortage of experts, and uneven geographical coverage. This demonstrates that repressive protection in Indonesia still faces structural limitations.

If the loss suffered by the consumer involves elements of fraud, the consumer must pursue legal action through a civil lawsuit or a criminal complaint. Criminal law is necessary in cases such as fraud, data manipulation, or cybercrime. Such measures can serve as a deterrent to business operators and underscore that violating consumer rights is an unlawful act (Patricia, 2024). Examples of repressive protection measures include:

1. Internal complaints via the marketplace. Consumers can file complaints using the platform's official features in instances of non-conforming goods, delays, or fraud. However, the effectiveness of this method depends on the business operator's internal policies and responsiveness (Nasution, 2022).
2. Dispute resolution via the Consumer Dispute Resolution Agency (BPSK). This mechanism offers out-of-court resolution through mediation and arbitration, though it faces structural and resource limitations (Salim, 2021).
3. Civil lawsuits and criminal complaints. These are pursued when the loss suffered by the consumer is significant or involves criminal elements such as digital fraud (Widjaja, 2024).

Third, regarding marketplaces: an analysis of findings reveals that major platforms such as Shopee, Tokopedia, and Lazada maintain varying consumer protection policies, yet they frequently give rise to consumer losses due to a range of factors. Specifically, on Shopee, many consumers have suffered losses resulting from items that do not match their descriptions or from fraudulent sellers. These findings are supported by research conducted by Makasuci, F. C., & Gultom, (2021), which identified inaccurate product information as one of the most common complaints regarding the Shopee app. This indicates that the obligation of business operators to provide accurate, truthful, and non-misleading information has not yet been consistently fulfilled (Katili et al., 2026; Muliati et al., 2025).

On Tokopedia, frequently encountered issues include delivery delays, logistical errors, and shipping statuses that do not reflect actual conditions. Khatimah, (2022) notes that many consumers suffer losses due to unclear shipping information and a lack of oversight regarding new stores that have not been optimally verified. This indicates a lack of preventive measures in providing clear information to consumers.

On the other hand, Lazada is frequently associated with complaints regarding damaged goods, poor packaging, and product descriptions or photos that do not match the actual items. According to Yulia (2024), these issues stem from low or inadequate standards for verifying and monitoring merchants; consequently, many sellers provide photos and descriptions that do not accurately reflect the product's true condition. This reinforces research findings indicating that information asymmetry remains a primary cause of consumer losses during transactions. Examples of information that most frequently disadvantages consumers include:

1. Product photos that do not match the actual item (e.g., discrepancies in color, size, or material).
2. Inaccurate and misleading product descriptions, such as exaggerated quality claims.
3. Price fluctuations during checkout that result in consumers paying a higher price.

4. Return policies that are not explained in sufficient detail or clarity.
5. False information, such as listing an item as "in stock" when it is actually out of stock.

[Rahmawati et al., \(2025\)](#) assert that information discrepancies are a primary cause of disputes in e-commerce; therefore, marketplaces must enhance their seller verification and monitoring systems to mitigate the risk of consumer losses.

Discussion

The discussion integrates theories, regulations, and findings from various prior studies to examine how legal protection operates in practice and to identify the obstacles that persist in the field.

1. Forms of Legal Protection

The findings of this study show that consumer legal protection in online transactions can be viewed from two main aspects: preventive and repressive protection. From a preventive perspective, a number of business operators and online marketplaces still do not fully meet their responsibility to provide product information that is accurate, clear, and free from misleading claims. This finding is consistent with previous research by [Rahmawati et al., \(2025\)](#), wherein business operators hold a stronger informational position than consumers.

Regarding the repressive aspect, dispute resolution mechanisms via marketplace internal complaint features are indeed available, yet their implementation remains suboptimal. Research by [Makasuci, F. C., & Gultom, \(2021\)](#) The findings indicate that consumers often face difficulties in obtaining compensation, particularly when sellers are unwilling to cooperate and marketplace policies do not provide sufficient support. This situation suggests that the repressive protections established in legal provisions have not yet been fully implemented in practice. In addition to resolving complaints through internal marketplace mechanisms, consumers can also seek repressive legal protection through formal channels, such as submitting a complaint to the Consumer Dispute Resolution Agency (BPSK) or pursuing the matter through the general court system. [Rahmawati et al., \(2025\)](#) note that obstacles consumers face when utilizing these formal channels include lengthy processes, additional costs, and uncertain outcomes. Consequently, effective repressive protection requires improved coordination among platforms, sellers, and legal institutions to ensure that consumer rights are genuinely safeguarded.

2. Implementation Challenges

A primary issue in implementing consumer protection lies in the inadequacy of seller verification security systems and marketplace oversight. [Yulia \(2024\)](#) notes that many platforms lack robust and transparent procedures, leading to frequent instances of sellers falsifying information. Furthermore, limited consumer knowledge regarding digital technology exacerbates the situation, as many consumers do not understand the complaint procedures available to them despite their rights being established under existing regulations.

Consequently, the rapid evolution of e-commerce platforms makes it difficult for regulations and oversight mechanisms to keep pace with current technological advancements. Propose that consumer education and training delivered via social media, digital guides, and seminars can enhance consumer knowledge, awareness, and the ability to protect themselves independently ([Liunima et al., 2026](#)). Meanwhile, the dispute resolution mechanism via the BPSK often faces various obstacles [Agista et al., \(2022\)](#) explain that the BPSK is constrained by a shortage of experts, convoluted administrative processes, and suboptimal geographical reach. Consequently, many consumers do not pursue legal avenues, perceiving the process as time-consuming and inefficient. This indicates that improved regulations, platform monitoring, and consumer education are essential to enhancing the effectiveness of legal protections during transactions. Effective implementation will foster a safe, fair, and trustworthy e-commerce ecosystem for all parties while also mitigating potential future issues.

Implications

The findings of this study have several implications for consumer protection in online transactions in Indonesia. For government institutions, the results highlight the need to strengthen supervision and enforcement of regulations concerning e-commerce, particularly regarding seller verification, product information transparency, personal data protection, and electronic system security. For marketplace providers, the findings imply that stronger monitoring mechanisms and more responsive internal complaint systems are required to reduce consumer losses and improve the effectiveness of dispute resolution. The study also indicates the importance of improving consumers' digital literacy so that they are able to recognize misleading information, understand their rights, and use available complaint and dispute resolution mechanisms. Therefore, collaboration among government institutions, marketplaces, business actors, and consumers is important to establish a safer, more transparent, and accountable digital transaction environment.

Research Contribution

This study contributes to the discussion of consumer protection in the Indonesian digital marketplace by examining legal protection through both preventive and repressive perspectives. The study identifies the importance of accurate product information, personal data protection, reliable electronic systems, and seller accountability as preventive measures. It also highlights the role of marketplace complaint mechanisms, the Consumer Dispute Resolution Agency (BPSK), civil lawsuits, and criminal complaints as forms of repressive protection. Furthermore, the study contributes by identifying implementation challenges, including weak seller verification, limited marketplace oversight, low consumer digital literacy, and administrative and resource constraints within dispute resolution mechanisms. These findings provide a legal and conceptual basis for improving consumer protection practices and policies in the digital era.

Limitations

This study has several limitations. First, it employs a normative-juridical approach based primarily on statutory regulations, legal literature, scholarly articles, official documents, and reported cases. Therefore, the study does not provide empirical evidence based on direct interviews or surveys of consumers, business actors, marketplace providers, or dispute resolution institutions. Second, the analysis focuses broadly on online transactions and selected major marketplaces, including Shopee, Tokopedia, and Lazada, so the findings may not fully represent all e-commerce platforms operating in Indonesia. Third, the effectiveness of consumer protection mechanisms is discussed based on existing literature and documented information rather than direct measurement of their implementation. Future studies may therefore complement this legal analysis with empirical data from consumers, sellers, marketplaces, and relevant institutions.

Suggestions

Based on the findings, several suggestions can be proposed. Government institutions should strengthen monitoring and enforcement of e-commerce regulations, particularly concerning seller verification, product information transparency, personal data protection, and consumer dispute resolution. Marketplace providers should improve seller screening, monitoring systems, and internal complaint mechanisms to ensure faster and more effective responses to consumer complaints. Consumer digital literacy programs should also be expanded through social media, digital guides, and educational activities to improve consumers' understanding of their rights and available legal remedies. In addition, future research is recommended to use empirical approaches, such as surveys or interviews, to examine consumer experiences and evaluate the practical effectiveness of existing consumer protection mechanisms.

CONCLUSION

Based on the research and discussion conducted, it can be concluded that legal protection for consumers engaging in online transactions in Indonesia takes two forms: preventive and repressive

protection. Regarding preventive protection, marketplaces and business operators are obligated to provide accurate and truthful information, refrain from providing false details, and ensure the security of personal data within their electronic systems. However, the research indicates that the fulfillment of these obligations still faces certain technical issues. Many consumers continue to suffer losses due to unclear product information and descriptions a situation illustrating the previously mentioned concept of information asymmetry. The findings highlight the importance of information clarity as a form of consumer protection. In terms of repressive protection, the dispute resolution process includes reporting issues directly through the platform. Resolutions can be sought via the Consumer Dispute Resolution Agency (BPSK), civil lawsuits, or criminal complaints. While the established procedures are adequate in principle, their implementation remains suboptimal.

The effectiveness of resolving internal disputes relies heavily on marketplace policies and seller responsiveness. Conversely, BPSK procedures face administrative issues and resource constraints, rendering them currently inadequate to meet the needs of consumers across Indonesia. Overall, this study concludes that legal protection for consumers in transactions requires improvement regarding existing regulations, oversight, and public digital literacy. E-commerce monitoring and seller accountability need to be re-evaluated to ensure maximum protection for buyers. Furthermore, consumers must be equipped with a better understanding of their rights and dispute resolution mechanisms to protect themselves when engaging in online transactions.

The findings of this study suggest that the government should reinforce oversight and regulations regarding e-commerce, given the prevalence of consumer losses resulting from inaccurate information and insufficient seller supervision. Furthermore, e-commerce platforms must enhance personal data security systems and ensure product transparency. Consequently, there is a need to improve the effectiveness of problem resolution; this implies that marketplaces and the government must collaborate to streamline dispute resolution procedures, whether through platform-based services or the Consumer Dispute Resolution Agency (BPSK). Finally, consumer education and digital literacy initiatives need to be expanded to prevent undesirable outcomes.

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AUTHOR CONTRIBUTION STATEMENT

IJS contributed to the conceptualization of the study, literature review, data collection, legal analysis, and preparation of the manuscript. MN contributed to the development of the research framework, analysis and interpretation of the findings, and critical review of the manuscript. AAM contributed to the literature analysis, interpretation of the results, manuscript review, and refinement of the final version. All authors reviewed and approved the final manuscript and agreed to be accountable for the content of the work.

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