

THE CAUSE OF HUGE LOSS TO CUSTOMER IN ONLINE SHOPPING CASE STUDY IN INDONESIA

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[dx.doi.org/10.18374/IJBS-21-1.5](https://doi.org/10.18374/IJBS-21-1.5)

ABSTRACT

The development technology has an impact on changing offline to online shopping or we usually called e-commerce which has offered many conveniences. However, e-commerce can also cause consumer loss. Consumer losses can occur due to seller cheating. The objective of this research is to Identifying customer protection in Online Shopping, Identifying how far the customer protected from the seller that cheating, Offering improvement solution and recommendation for the customer about customer protection using online shop. This study will conduct mixed method using qualitative and quantitative method. Qualitative method will use structured and unstructured interviewing. For the quantitative method will use questionnaire towards the respondent. Thus the result will be analysis based on data and the answer of this method. The results showed that information in e-commerce such as product specifications, comments and other consumer assessments become the main information for consumers. Producers who provide information to the target market will influence consumer judgment in buying what the company sells. Providing detailed information can also be an effort to protect consumers from consumer misunderstanding or from the seller that cheating. The result of consumer protection from the seller are to provide detailed information about the product, introduced the new product to buyer continuously to consumers and carry out after-sales services that meet consumer desires. Meanwhile, the result for the consumer side is must critical about the information the company provides before buy it, use chat, comment and rating column for consider to buy the things and ask near people about the things.

Keywords: Customer, Online Shopping, E-Commerce, Consumer Protection.

1. INTRODUCTION

Globalization has a major effect to rising up the business in every country. The changing of an offline shopping into the online shopping, or we usually called e-commerce has very vast. An ease is the point to gain a loyalty customer. The numerous of smartphone used, giving a chance to company which using an online business to get the customers. The information of the company, products, customer service and even the promotion sections can be accessed by using the smartphone.

E-commerce or Electronic commerce consist of buying and selling the products or services using electronic systems on computer networks such as Internet. Based on The World Trade Organization, "e-commerce is the production, distribution, marketing, sales or delivery of goods and services by electronic means." Electronic commerce can be defined as the system that can provide demand and supply using electronic networks. The scope of electronic commerce can be very vast.

EDI (Electronic Data Interchange) and EFT (Electronic Fund Transfers) became the very first technology used by Electronic commerce. These two systems both introduce in the late 1970s, that allowing