

# Implementation of Consumer Rights in the Digital Trading Ecosystem: A Qualitative Study of Marketplace and Social Media Users

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**Abstract.** *The rapid growth of digital commerce in Indonesia has increased the use of marketplaces and social media as major transaction platforms. However, alongside these developments, various issues related to consumer rights protection continue to emerge. This study aims to analyze the implementation of consumer rights within the digital commerce ecosystem, focusing on users of marketplaces and social media. The research employed a descriptive qualitative approach using in-depth interviews, observation, and documentation techniques. Data were analyzed using the Miles and Huberman interactive model, including data reduction, data display, and conclusion drawing. The findings indicate that the implementation of consumer rights in digital commerce has not been fully optimized. Most consumers understand their basic rights but lack comprehensive knowledge regarding consumer protection regulations, personal data protection, and dispute resolution mechanisms. Marketplaces generally provide better consumer protection through complaint handling systems, refund features, and seller rating mechanisms, while transactions conducted through social media tend to pose higher risks due to limited supervision and the absence of standardized protection mechanisms. The major challenges identified include low consumer awareness of their rights, product-information discrepancies, online fraud risks, slow complaint responses, and inadequate monitoring of social commerce activities. The study concludes that effective consumer protection in digital commerce requires collaboration among government institutions, digital platform providers, business actors, and consumers through improved digital literacy, stronger regulatory enforcement, and enhanced transaction security systems.*

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## INTRODUCTION

Digital transformation has transformed various aspects of people's lives, including commerce (Paul et al., 2024; Sestino et al., 2025; Van & Vanthienen, 2022). The development of internet technology, mobile devices, and digital payment systems has fostered a digital commerce ecosystem that enables buying and selling transactions to take place without the constraints of time and space. In Indonesia, digital commerce is growing rapidly and has become a key driver of the national economy (Filip, 2025; Dewi & Lusikooy, 2023; Jannah et al., 2025; Dudhat, A., & Agarwal, 2023; Tayibnapi et al., 2018).

According to survey data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia will reach 221.56 million in 2024, equivalent to 79.5% of the total population. This figure represents an increase compared to the previous year and reflects the public's increasing reliance on digital services for various activities, including e-commerce.

This increase in internet users has had a direct impact on the growth of digital commerce. Marketplaces and social media now function not only as means of communication and promotion but have also evolved into primary platforms for buying and selling transactions. This phenomenon further strengthens the position of digital commerce as a vital part of Indonesian economic life. Even the very tight competition in the e-commerce sector shows the large value of the Indonesian digital market and the high dependence of business actors and consumers on digital platforms (Zhang et al., 2025; Meilinda et al., 2023; Wicaksono, 2025; Negara, 2025; Tando, 2025).

Although digital commerce offers various conveniences, such as easy access to information, time efficiency, ease of payment, and a diverse selection of products, these developments also raise various issues related to consumer protection. Consumers often face risks such as product mismatches with descriptions, delayed delivery, misuse of personal data, transaction fraud, product review manipulation, and difficulties in obtaining refunds in the event of transaction disputes (Prayuti, 2024; Santiago et al., 2025).

These issues demonstrate that consumers' position in digital transactions remains vulnerable. Unlike conventional transactions, which allow consumers to inspect goods directly, digital transactions rely heavily on information provided by sellers and platforms (Nagle et al., 2025; Mik, 2016; Tzanetakis et al., 2016). This information asymmetry has the potential to harm consumers if their rights are not optimally fulfilled (Afifah et al., 2025; Ermini et al., 2026).

Normatively, consumer rights protection in Indonesia is regulated through Law Number 8 of 1999 concerning Consumer Protection. The regulation explains that consumers have the right to comfort, security, and safety when consuming goods and services, the right to receive correct, clear, and honest information, the right to have their opinions and complaints heard, and the right to receive compensation or redress for losses. Furthermore, electronic transactions are also regulated by various regulations related to electronic systems and personal data protection, which aim to provide legal certainty in digital activities (Nisa et al., 2025; Morić et al., 2024; Kirillova et al., 2016; Sulaiman et al., 2023; Manggala et al., 2025).

However, the existence of regulations does not fully guarantee the fulfillment of consumer rights in digital commerce practices (Kerti, 2025; Barkatullah, 2018; Kerber, 2016). Many consumers do not adequately understand their rights, while some businesses and digital platform operators are still unable to provide optimal protection (Edelman & Geradin, 2015; Frosio & Geiger, 2023; Cauffman & Goanta, 2021; Busch et al., 2016). This situation indicates a gap between applicable legal provisions and the implementation directly experienced by consumers in digital transactions (Rizal & Setyoningsih, 2023).

The development of social media as a trading platform also presents its own challenges (Bizzi & Labban, 2019; Othman et al., 2022; Helmond & Van, 2019; Batrinca & Treleaven, 2015). Unlike marketplaces, which generally provide consumer protection mechanisms, transactions via social media often take place directly between sellers and buyers without adequate oversight (Aade, 2025). This situation increases the potential for fraud, data misuse, and difficulties in resolving disputes in the event of consumer rights violations. The Indonesian government continues to strengthen digital space regulations in response to the various risks that arise from the use of digital platforms and social media (Wang et al., 2024; Nasution, 2025; Prasetyo et al., 2025; Febriawan & Marisa, 2024).

Furthermore, from an academic perspective, a research gap remains regarding the implementation of consumer rights in a digital commerce ecosystem that integrates the user experience of marketplaces and social media simultaneously. Most previous research has focused on the legal aspects of consumer protection, electronic transaction security, or consumer behavior in e-commerce (Muliawan & Maharani, 2026). Meanwhile, studies exploring consumers' direct experiences regarding the implementation of their rights on two different digital platforms are still relatively limited (Aade, 2025).

Several previous studies have examined consumer protection in electronic transactions. Research conducted by (Pembayun & Gunawan, 2025) focused on consumer legal protection in digital transactions and the various challenges faced in implementing regulations in the digital economy era. Meanwhile, (Wahyudiono et al., 2023) highlighted the implementation of consumer protection policies in e-commerce transactions, particularly regarding consumer rights, dispute resolution mechanisms, and the effectiveness of protection provided by digital platforms.

Furthermore, (Amirullah et al., 2025) identified a normative gap in consumer protection in electronic transactions that requires regulatory reform to accommodate the development of digital commerce. However, research specifically comparing the implementation of consumer rights in marketplaces and social media from a user experience perspective is still relatively limited. Therefore, this study seeks to fill this gap by exploring the implementation of consumer rights on both digital platforms.

Based on these conditions, research on "The Implementation of Consumer Rights in the Digital Commerce Ecosystem: A Qualitative Study of Marketplace and Social Media Users" is crucial. This study aims to gain a deeper understanding of how consumer rights are implemented in digital commerce practices, how consumers experience protection of their rights, and the various obstacles they face when conducting transactions through marketplaces and social media. The results are expected to provide theoretical contributions to the development of digital consumer protection studies and provide input for the government, digital platform providers, businesses, and the public in realizing a safer, fairer, and more consumer-protection-oriented digital commerce ecosystem.

## **METHODS**

This study employed a descriptive qualitative approach to examine the implementation of consumer rights in the digital commerce ecosystem, particularly among users of marketplaces and social media platforms. This approach was considered appropriate because the study aimed to explore consumers' experiences, perceptions, and interpretations regarding the fulfillment of their rights in digital transactions. Through qualitative inquiry, the study sought to obtain an in-depth understanding of how consumers experience issues such as product nonconformity, complaint handling, refund mechanisms, personal data protection, and transaction security in marketplace and social media-based commerce.

### **Research Informants**

The informants in this study consisted of 10 consumers who had experience conducting digital transactions through both marketplace platforms and social media. The informants were selected using purposive sampling, as this technique allows researchers to choose participants who are considered relevant to the research objectives. The selection criteria included: first, informants had made purchases through marketplace platforms; second, informants had made purchases through social media; and third, informants had experienced or understood issues related to consumer rights in digital transactions, such as refund difficulties, product discrepancies, delayed delivery, fraud risks, or unclear complaint mechanisms. The number of informants was considered adequate because the study focused on obtaining depth of information rather than statistical generalization. The informants represented different

dominant transaction platforms and durations of digital commerce use, allowing the study to capture variations in consumer experiences between marketplace and social media transactions.

### **Data Collection Techniques**

Data were collected through in-depth interviews, observation, and documentation. In-depth interviews were conducted to explore informants' experiences and perceptions regarding the implementation of consumer rights in digital commerce. The interviews focused on several main themes, including consumers' understanding of their rights, experiences with product information, transaction security, complaint submission, refund processes, and differences between marketplace and social media transactions. The interviews were conducted using a semi-structured format to allow flexibility for informants to provide detailed explanations while still remaining aligned with the research focus. Observation was conducted to examine digital transaction practices and consumer protection mechanisms available on marketplace and social media platforms. The observation focused on features such as product descriptions, seller ratings, complaint channels, refund mechanisms, transaction security systems, and communication patterns between sellers and buyers. This technique was used to support and compare the information obtained from interviews. Documentation was used to complement the interview and observation data. The documents reviewed included relevant consumer protection regulations, platform policies, transaction evidence, complaint-related information, and other supporting materials related to digital commerce practices. The use of documentation helped strengthen the contextual understanding of consumer rights implementation in the digital trading ecosystem.

### **Data Analysis Techniques**

The data were analyzed using the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. Data reduction was conducted by selecting, simplifying, and categorizing information obtained from interviews, observations, and documentation. The data were then grouped into several themes, such as consumer understanding of rights, product nonconformity, transaction fraud, refund difficulties, personal data security, and differences in protection mechanisms between marketplaces and social media. After the data were reduced, they were presented in narrative form and supported by tables to show patterns emerging from the informants' experiences. The frequency data presented in the findings represent the number of informants who mentioned or experienced specific issues during the data collection process. Conclusion drawing was conducted by interpreting the patterns and themes that emerged from the data and relating them to consumer protection theory and information asymmetry theory.

### **Data Validity**

To ensure the validity and credibility of the findings, this study used triangulation. Source triangulation was conducted by comparing information from different informants to identify similarities and differences in their experiences. Technique triangulation was carried out by comparing data obtained from interviews, observation, and documentation. Documentation triangulation was used by examining relevant documents, such as regulations, platform policies, and transaction-related evidence, to support the findings obtained from informants. Through triangulation, the study sought to reduce bias and strengthen the reliability of the interpretation. The consistency between interview data, observed platform practices, and supporting documents was used as the basis for drawing credible conclusions.

### **Ethical Considerations**

This study maintained ethical principles throughout the research process. Informants were informed about the purpose of the study before participating. Their participation was voluntary, and they had the right to refuse or withdraw from the study. The identities of informants were kept confidential by using codes instead of real names. Any information related to transaction

experiences, complaints, fraud, or personal data was treated carefully to protect informants' privacy and confidentiality.

## RESULTS AND DISCUSSION

### Informant Characteristics

This study involved 10 informants who had experience conducting digital transactions through marketplace platforms and social media. The informants were selected because they had used digital platforms for buying and selling activities and had experience or knowledge related to consumer rights issues in online transactions. The characteristics of the informants are presented in Table 1.

Table 1. Characteristics of Research Informants

Code	Dominant Platform	Duration of Use
I1	Marketplace	3 years
I2	Social media	2 years
I3	Marketplace	4 years
I4	Marketplace and Social Media	5 years
I5	Social media	3 years
I6	Marketplace	2 years
I7	Social media	4 years
I8	Marketplace	5 years
I9	Marketplace and Social Media	3 years
I10	Social media	2 years

The informants had varied experiences in using digital commerce platforms. Some informants predominantly used marketplace platforms, while others frequently purchased products through social media. Two informants actively used both marketplace and social media platforms. The duration of use ranged from two to five years, indicating that the informants had sufficient experience to describe consumer protection practices in digital transactions. The variation in platform use is important because marketplace and social media transactions provide different levels of consumer protection. Marketplace platforms generally provide more structured transaction mechanisms, including seller ratings, complaint features, payment protection, refund procedures, and transaction records. In contrast, social media transactions often rely on direct communication between buyers and sellers. This difference influences how consumers experience protection, risk, and dispute resolution in digital commerce.

### Implementation Issues of Consumer Rights in Digital Commerce

The findings show that the implementation of consumer rights in the digital commerce ecosystem has not been fully optimized. Several issues were identified from informants' experiences, including limited understanding of consumer rights, product nonconformity, transaction fraud, refund difficulties, and concerns over personal data security. These findings are presented in Table 2.

Table 2. Frequency of Consumer Rights Implementation Issues in the Digital Trading Ecosystem

Findings	Frequency
Lack of understanding of consumer rights	9
Product nonconformity	8
Transaction fraud	7
Refund difficulties	6
Personal data security	5

The most dominant issue was the lack of understanding of consumer rights, mentioned by nine informants. Most consumers understood digital transactions mainly from a practical

perspective, such as selecting products, making payments, and waiting for delivery. However, they did not fully understand their legal rights as consumers, including the right to clear and honest information, the right to safety and security, the right to submit complaints, and the right to receive compensation when they suffer losses.

One informant explained:

*"I usually only check the product photo and reviews. I do not really know what rights I have if the product is not suitable." Informant 1*

Another informant stated:

*"I know that buyers can complain, but I do not understand whether it is my legal right or only a feature from the application." Informant 6*

These statements indicate that consumers' awareness of their rights remains limited. Consumers are familiar with platform features but do not necessarily understand the legal basis of consumer protection. As a result, they may hesitate to complain or may not know how to respond when their rights are violated. Product nonconformity was the second most frequent issue, mentioned by eight informants. This issue occurred when the product received by the consumer differed from the photo, description, size, color, quality, or specifications displayed by the seller. One informant stated:

*"The item I received once differed from the photo displayed on the seller's account." Informant 3*

Another informant explained:

*"The description said the material was thick and premium, but when it arrived, the quality was very different from what was shown." Informant 4*

This finding shows that inaccurate product information remains a serious problem in digital commerce. Since consumers cannot directly inspect products before purchasing, they depend heavily on the accuracy of information provided by sellers. When sellers provide incomplete, exaggerated, or misleading descriptions, consumers become vulnerable to dissatisfaction and financial loss. Transaction fraud was mentioned by seven informants. This issue was more commonly associated with social media transactions because these transactions often take place without formal payment protection. Some consumers transferred money directly to sellers but did not receive the ordered product.

One informant explained:

*"When I bought through social media, I transferred the money first, but after that the seller was difficult to contact." Informant 2*

Another informant stated:

*"In social media transactions, I feel the risk is higher because there is no system that holds the money before the product is received." Informant 9*

These statements indicate that fraud risks are closely related to the absence of formal transaction safeguards. Unlike marketplaces, which often provide escrow payment systems or complaint channels, social media transactions depend heavily on personal trust. This makes consumers more vulnerable when sellers act irresponsibly. Refund difficulties were mentioned by six informants. Although marketplaces generally provide refund features, the process can still be slow, complicated, or dependent on seller approval. In social media transactions, refund mechanisms are even more uncertain because there is no standardized complaint procedure.

One informant stated:

*When purchasing through social media, I have difficulty requesting a refund because there is no clear complaint mechanism.” Informant 7*

Another informant explained:

*“In the marketplace, there is a refund feature, but sometimes the process takes time because the seller must respond first.” Informant 8*

This finding suggests that the existence of complaint and refund systems does not automatically guarantee effective consumer protection. Marketplace mechanisms provide a clearer path for complaint resolution, but consumers may still experience delays. Meanwhile, in social media transactions, consumers often have to negotiate directly with sellers, which weakens their bargaining position. Personal data security was mentioned by five informants. Although this issue appeared less frequently than other issues, it remains important because digital commerce requires consumers to share personal information, such as names, phone numbers, addresses, payment details, and transaction histories.

One informant stated:

*“I am worried because my phone number and address are given to sellers. I do not know whether the data will be used only for delivery or for something else.” Informant 10*

Another informant explained:

*“When buying through social media, I usually send my address directly through chat. There is no clear explanation about how the seller protects my data.” Informant 4*

These statements show that consumers are increasingly aware of personal data risks, although their understanding remains limited. The issue is especially relevant in social media transactions because personal data is often shared informally through private messages without clear protection mechanisms.

### **Comparison between Marketplace and Social Media Transactions**

The findings indicate clear differences between marketplace and social media platforms in terms of consumer protection. Marketplace platforms were perceived as safer because they provide structured transaction systems, including payment security, seller verification, complaint services, refund procedures, and rating mechanisms.

One informant stated:

*“Marketplaces are safer because they have complaint and refund features.” Informant 5*

Another informant explained:

*“If there is a problem in the marketplace, at least there is transaction history and customer service that can be contacted.” Informant 3*

These statements suggest that marketplace platforms provide institutional support for consumers. Even when problems occur, consumers still have access to formal mechanisms that can help resolve disputes. Although these mechanisms are not always fast or fully effective, they provide consumers with a clearer procedure for seeking protection. In contrast, social media transactions tend to rely on direct trust between buyers and sellers. Consumers usually communicate through private messages and make payments through bank transfers or digital wallets outside an integrated protection system.

One informant stated:

*“Buying through social media depends on trust. If the seller disappears, it is difficult to know where to complain.” Informant 7*

Another informant explained:

*“Social media is easier for communication, but for protection, I feel marketplace is still better.” Informant 9*

The findings therefore show that consumer rights are implemented more effectively in marketplace transactions than in social media transactions. However, marketplace protection is still not perfect. Consumers continue to experience problems related to misleading product information, slow complaint responses, refund delays, and limited understanding of platform policies. This means that both marketplace and social media commerce still require stronger consumer protection, although the level of risk is higher in social media transactions.

### **Consumer Awareness and the Weak Implementation of Consumer Rights**

The findings show that low consumer awareness is the most dominant issue in the implementation of consumer rights in digital commerce. Although most informants were active users of digital platforms, their understanding of consumer rights remained limited. This suggests that consumers' digital competence is still largely operational rather than protective. In other words, consumers may know how to search for products, compare prices, make payments, and communicate with sellers, but they do not necessarily understand the rights that protect them when a transaction becomes problematic.

This finding is important because consumer rights cannot be effectively implemented if consumers themselves do not recognize those rights. The right to obtain correct and honest information, the right to safety and security, the right to submit complaints, and the right to receive compensation require active awareness from consumers. Without this awareness, consumers may accept losses as ordinary risks of online shopping rather than as possible violations of their rights.

The interview data show that several informants used marketplace features without understanding their legal significance. For example, complaint features and refund mechanisms were often perceived merely as technical facilities provided by the platform, not as part of broader consumer protection. This reflects a gap between formal consumer protection regulation and consumers' practical understanding. Consumers may have access to protection mechanisms, but they are not always confident or knowledgeable enough to use them effectively.

This condition also shows that consumer vulnerability in digital commerce is not only caused by seller misconduct or weak platform governance. It is also shaped by limited consumer literacy. When consumers do not read product descriptions carefully, do not understand refund policies, or do not know how to report fraud, their ability to protect themselves becomes weaker. This does not mean that responsibility should be placed entirely on consumers. Rather, it indicates that consumer protection must include education, platform transparency, and accessible complaint procedures.

The findings further suggest that consumers tend to act reactively rather than preventively. Many consumers begin to search for information about their rights only after experiencing product mismatch, fraud, delayed delivery, or refund rejection. This reactive pattern weakens consumer protection because problems are addressed only after losses occur. Ideally, consumers should understand their rights before making transactions, especially in digital environments where they cannot physically inspect products or verify sellers directly.

Therefore, strengthening consumer awareness should become a central part of digital consumer protection. Platforms should not only provide complaint and refund features but also clearly inform users about their rights in simple and accessible language. Government institutions should also promote consumer protection literacy as part of digital literacy programs. Consumer education should include practical knowledge about checking seller credibility, understanding product descriptions, identifying fraud risks, protecting personal data, and using complaint mechanisms.

### **Platform Differences, Information Asymmetry, and Consumer Vulnerability**

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The findings demonstrate that platform structure plays a major role in shaping consumer vulnerability. Marketplace platforms and social media platforms differ not only in terms of transaction format but also in terms of protection mechanisms. Marketplace platforms generally provide more formalized systems, such as payment protection, seller ratings, transaction records, complaint channels, and refund features. These mechanisms reduce some risks because they create documentation and procedural pathways for dispute resolution.

In contrast, social media transactions are often informal and trust-based. Buyers and sellers communicate directly, negotiate through private messages, and often complete payments outside a protected system. This creates a more vulnerable transaction environment because consumers have limited evidence, limited complaint channels, and limited institutional support when disputes arise. The findings show that informants perceived social media transactions as more risky, especially in relation to fraud and refund difficulties.

This platform difference can be understood through information asymmetry. In digital transactions, sellers generally possess more information about product quality, authenticity, availability, and delivery conditions than consumers. Consumers depend on the information displayed by sellers, including product photos, descriptions, ratings, and reviews. When this information is inaccurate, incomplete, exaggerated, or manipulated, consumers are placed in a weaker position.

Product nonconformity is a clear example of information asymmetry. Consumers make purchasing decisions based on product images and descriptions, but the actual product may differ from what is presented. This problem becomes more critical in digital commerce because consumers cannot inspect the product directly before purchase. The right to correct, clear, and honest information is therefore central to digital consumer protection. When product information is misleading, the consumer's decision-making process becomes distorted.

Marketplace platforms reduce information asymmetry by providing features such as ratings, reviews, seller status, product categories, complaint histories, and transaction records. These features can help consumers evaluate seller credibility. However, the findings also show that marketplaces do not fully eliminate risk. Product descriptions may still be inaccurate, reviews may not always reflect real product quality, and complaint handling may be slow. Therefore, marketplace protection mechanisms are helpful but not sufficient.

Social media platforms create greater information asymmetry because product information is usually presented in a less standardized manner. Sellers may upload attractive photos, promotional captions, or testimonials, but consumers may not have access to verified reviews, transaction records, or formal seller ratings. In such conditions, consumer trust is built through informal signals, such as follower numbers, comments, seller responsiveness, or visual presentation. These signals may influence purchasing decisions but do not necessarily guarantee seller accountability.

The findings also show that the absence of escrow systems in social media transactions increases the risk of fraud. In marketplace transactions, payment is often held by the platform until the buyer confirms receipt of the product. In social media transactions, buyers frequently transfer money directly to sellers. Once payment is made, consumers have limited control if the seller fails to deliver the product. This condition weakens the consumer's bargaining position and makes dispute resolution more difficult.

Refund difficulties further illustrate the importance of platform structure. Marketplace platforms generally provide refund procedures, but the process may still involve delays, seller responses, or evidence submission. Social media transactions, however, often lack standardized refund mechanisms. Consumers must negotiate directly with sellers, and the outcome depends heavily on seller goodwill. This shows that consumer protection is stronger when platforms provide clear and enforceable procedures.

Therefore, platform design is not neutral. It directly affects the extent to which consumer rights can be implemented. A platform with clear transaction records, complaint channels, refund mechanisms, and seller accountability systems can reduce consumer vulnerability. Conversely, informal platform environments without standardized protection mechanisms increase the risk of fraud, misinformation, and unresolved disputes.

### **Strengthening Consumer Protection in the Digital Commerce Ecosystem**

The findings indicate that consumer protection in digital commerce must be strengthened through a multi-actor approach involving consumers, sellers, platform providers, and government institutions. Consumer protection cannot depend solely on consumers' caution. Although consumers need to be more aware and careful, sellers and platforms also have significant responsibilities in ensuring fair, safe, and transparent transactions.

For consumers, the findings highlight the importance of digital consumer literacy. Consumers need to understand not only how to use digital platforms but also how to protect themselves in digital transactions. This includes understanding consumer rights, checking product information carefully, reviewing seller credibility, avoiding unsafe payment methods, documenting transactions, and using official complaint channels. Consumer literacy should also include awareness of personal data protection, especially when consumers are required to share addresses, phone numbers, payment information, or identity details.

For sellers, the findings emphasize the need for honesty and accountability. Many consumer problems arise because sellers provide inaccurate product descriptions, unrealistic product photos, unclear delivery information, or weak responses to complaints. Sellers should ensure that the information they provide is correct, clear, and not misleading. They should also respond fairly to consumer complaints and provide reasonable solutions when product nonconformity or delivery problems occur.

For marketplace platforms, the findings suggest the need to improve the quality of existing protection mechanisms. Although marketplaces are perceived as safer than social media, informants still experienced slow complaint responses, refund delays, and product information problems. Therefore, marketplace platforms should strengthen seller verification, monitor misleading product descriptions, simplify refund procedures, and ensure that complaint systems are responsive and understandable. Platforms should also make consumer rights information more visible within the application, not hidden in lengthy terms and conditions.

For social media platforms, stronger consumer protection is urgently needed. Since social media is increasingly used for commercial transactions, platforms should provide clearer reporting systems for fraudulent sellers, misleading promotions, and data misuse. Social media platforms should also consider developing features that help consumers identify verified sellers, report transaction problems, and access basic transaction safety information. Without such mechanisms, social media commerce will continue to expose consumers to higher risks.

Government institutions also play an important role in strengthening digital consumer protection. Regulation must keep pace with the rapid development of marketplace and social media commerce. The government should strengthen supervision of digital commerce practices, ensure enforcement against fraudulent sellers, and expand public education on consumer rights. Regulatory efforts should not only focus on marketplaces but also address the growing role of social media as a transaction space.

The issue of personal data protection also requires stronger attention. Digital commerce involves the continuous exchange of personal information, and consumers often do not know how their data are stored, used, or shared. This is particularly concerning in social media transactions where personal data is commonly exchanged through private messages. Platforms and sellers must ensure that consumer data is used only for transaction purposes and is not misused for other interests.

The findings show that the implementation of consumer rights in digital commerce remains uneven. Marketplace platforms provide relatively stronger protection because they have structured systems, but they still need improvement in complaint handling, refund responsiveness, and information transparency. Social media transactions remain more vulnerable because they rely heavily on personal trust and lack standardized protection mechanisms. Therefore, strengthening consumer protection requires not only regulation but also consumer education, seller responsibility, platform accountability, and stronger oversight of social commerce activities.

## CONCLUSION

This research concludes that the implementation of consumer rights in the digital commerce ecosystem has been ongoing, but is not yet fully effective. Consumers generally understand basic rights in digital transactions, but still have limited understanding of personal data protection, dispute resolution mechanisms, and consumer rights guaranteed by laws and regulations. Marketplaces offer better consumer protection systems than social media platforms, supported by complaint features, seller rating systems, and more structured refund mechanisms. Conversely, transactions via social media still face various risks, such as fraud, product mismatches, and weak dispute resolution mechanisms. The research findings reinforce consumer protection theory and information asymmetry theory, which explain that consumers remain more vulnerable in digital transactions. Therefore, improving digital literacy, strengthening digital platform oversight, and optimizing consumer protection are crucial steps in realizing a safe, transparent, and equitable digital trading ecosystem.

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