

The Importance of Protecting E-Commerce Consumer Personal Data

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Abstract- Technological advances offer various conveniences in human daily activities in order to meet their needs. One of the daily human activities that has changed due to the presence of technology is online buying and selling through e-commerce media. Shopping with e-commerce is people's choice because it saves time and costs. However, behind this convenience, attention needs to be paid to the security of consumer data on e-commerce platforms. This article will discuss the importance of protecting personal data from e-commerce consumers. This article was written using a normative type research method with a statutory approach and a conceptual approach. The legal materials used in this research are primary legal materials and secondary legal materials. The technique of collecting legal materials in this research uses literature studies (library research). The legal problem analysis technique used in this research is deductive analysis technique. The results of this research are that personal data security is very necessary in shopping activities in e-commerce, because it is related to consumer satisfaction. When consumers feel safe and are not wary of shopping on e-commerce, they will make shopping on e-commerce a priority compared to shopping conventionally.

Keywords: Data, Protection, E-commerce

INTRODUCTION

Technology in this modern era is developing very rapidly and increasingly advanced. One example of the technology in question is the Internet. While the Internet itself is a global communication system connecting computers and computer networks throughout the world. The number of internet users in Indonesia is relatively large compared to the total population of Indonesia. The Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 will reach 221,563,479 people from a total population of 278,696,200 Indonesians in 2023 (APJII, 2024).

The use of the internet and cell phones is no longer just for searching for information and communicating, but has become part of the lifestyle of modern society. E-commerce, in particular, has become the main choice in their shopping activities. The increasingly consumerist middle class makes e-commerce the main choice, so the potential for e-

commerce in Indonesia is believed to be very large (Josephine et al., 2020).

With the number of internet users reaching this figure, Indonesia is in third place in Asia in terms of the largest number of internet users. This data indicates that the development of internet technology has had a significant impact on people's lives, where internet use has become an inseparable part of everyday life. As time goes by, the internet has even become an essential need for society (Mahendra & Roni, 2023).

Rapid technological developments have made it easier for entrepreneurs to sell goods and services digitally via the internet, one of which is through online shops. The ease of carrying out online transactions has encouraged many people to switch to e-commerce. Through e-commerce, business activities can be carried out anywhere and at any time, providing a positive impact for offline shops that market their products online. Although there are negative impacts, such as the closure of offline stores. This has created an active community of sellers in online markets or marketplaces, becoming an integral

part of e-commerce. E-commerce, or electronic commerce, is the activity of distributing, selling, purchasing and marketing products (goods and services) by utilizing telecommunications networks such as the internet, television or other computer networks. Examples of e-commerce platforms in Indonesia include Shopee, Bukalapak, Blibli, Tokopedia, and other platforms (Saprida et al., 2023). People's considerations for choosing to shop using e-commerce are convenience, practicality and cost savings.

E-commerce itself apart from having a huge positive impact, There is also a negative impact on this online marketplace system. That is potential unsafe goods, incorrect orders, delivery problems on products, complaints that are not responded to are personal data protection issues and even the worst is fraud. The crimes that contained in this marketplace system is of course very closely related to law commonly referred to as cyber crime (Yoga Prasetyo et al., 2021). One of the problems related to consumer satisfaction in online buying and selling transactions is the protection of personal data.

METHODS

This article was written using a normative type research method. Normative legal research is often referred to as doctrinal legal research. This normative/doctrinal legal research conceptualizes law as what is written in statutory regulations or law is conceptualized as rules or norms which are a benchmark for community behavior (Efendi & Ibrahim, 2018). Peraturan perundang-undangan yang menjadi fokus kajian dalam penelitian ini adalah aturan-aturan mengenai perlindungan terhadap data pribadi dari konsuThe legal regulations that are the focus of the study in this research are regulations regarding data protection of e-commerce consumer

The legal materials used in this research are primary legal materials and secondary legal materials (Marzuki, 2016). The technique for collecting legal materials in this research uses library research (Fajar & Achmad, 2007). The legal problem analysis technique used in this research is deductive analysis techniques (Sulaiman, 2018).

RESULT AND DISCUSSION

Rapid developments in

communication have not only occurred in print media but also electronic media. The most significant development can be seen on the internet, both in terms of the number of users and the type of use (Barkatullah, 2018). One striking use case is the use of the internet for shopping through online platforms. In the world of online business, consumer satisfaction in transactions via e-commerce can determine the level of trust in service quality. Reliable services help consumers feel helped by practical online buying and selling transactions and are often considered more economical than shopping in physical stores. In other words, customer satisfaction is the main key to a company's success in online business (Prayuti, 2024). Customer satisfaction leads to repeat customers, which in turn can increase company profits. This is because the costs of keeping existing customers tend to be lower than the costs of attracting new customers (Farah & Indrarini, 2019).

Consumer satisfaction is the resistance of consumer attitudes demonstrated through a sense of satisfaction with a product for fulfillment his needs. The key to consumer resistance is satisfaction consumer (Farah, 2019).

However, unreliable service can result in technical problems that cause customer dissatisfaction, even allowing customers to look for other vendors for transactions. With the risks associated with online transactions, customers tend to feel less trust or distrust compared to transactions in offline stores. This is caused by:

1. In online transactions, consumers cannot interact directly with sellers, which makes it difficult for them to evaluate product offerings or verify the seller's identity effectively. Reviews in the comments column will be a parameter for consumers to trust or not on a product in an online store ;
2. Payment is generally made via credit card before goods or services are delivered, which increases the risk of misuse of consumer financial data;
3. There is a possibility that the product received is not in accordance with what the consumer requested or expected.

From these things, it can be concluded that consumer trust in the marketplace is an important basis for a business. Building

consumer trust is a key strategy to attract and retain them (Anggriawan, 2023). Trust is a very significant factor in explaining the transaction process on line (Asri & Marilang, 2022). Trust is one of the factors that influences how consumers assess risk and assess the services they receive when shopping online. Apart from that, website design also influences consumers' tendency to shop online, followed by convenience, time efficiency and security factors (Pujastuti et al., 2015).

Perceptions of security are often related to threats that can create situations, conditions, or events that have the potential to result in economic hardship through damage to data resources or networks, modified data collection, denial of service, fraud, or abuse of authority. Customer satisfaction is highly dependent on the security of personal data and consumer identity. Technically, this security service aims to guarantee integrity, confidentiality, authentication and transactions without recording that could harm consumers. In addition, a strong security system can also increase sales of a company's products because consumers generally prefer to shop on websites that they believe are truly safe. Satisfaction can be explained as a customer's emotional condition as a result of a thorough evaluation of all aspects that make up their relationship with a service provider (Setyawan et al., 2022).

A person's personal information is a very private matter, so it is necessary to use it very carefully so that it is not misused by other parties. When shopping on the Online Marketplace, consumers need to be aware of the security of their personal data to prevent unwanted possibilities. There are several steps you can take to ensure that the shopping site you choose has a good level of security. When using a credit card on the Online Marketplace, it is important to first verify that the browser used is connected to a server that uses SSL or Secure Socket Layer. SSL is a technology that allows websites to establish a secure connection between a webserver (website) and a browser (client), or between a mail server and a mail client.

If the browser cannot recognize the SSL certificate from the server, you should immediately look for another, safer website for shopping. This is because there is a possibility that the site cannot be trusted to

complete sales or purchase transactions. Apart from these security factors, another example is avoiding disclosing username and password information on the application or website used. Consumers themselves have an important role in preventing such negative risks from occurring.

Technological advances are currently developing rapidly, especially with the emergence of e-commerce which connects buying and selling transactions online. There are many benefits that customers can enjoy through this technological advancement, but there are also gaps that pose threats. This threat can result in situations that have the potential to harm valuable assets belonging to both consumers and the company itself. Violations of privacy rights in the use of technology can give rise to potential problems related to the use of consumer personal data, such as tracking online transactions which include shopping preferences, transaction location, communication data and consumer addresses (Natha. et al., 2022).

Indonesia generally has regulations Laws governing privacy policies in online marketplaces system, which is contained in Law Number 11 of 2008 concerning Electronic Information and Transactions (UU ITE) and Government Regulations Number 28 of 2012 concerning Implementation of Systems and Transactions Electronics (PP PSTE).

The government needs to provide legal protection through regulations governing buying and selling transactions in e-commerce to achieve legal certainty. The government has issued Law Number 19 of 2016 concerning Electronic Information and Transactions (revised ITE Law). Article 40 paragraph 2 of the ITE Law states that the government is responsible for protecting the public interest from disturbances arising from misuse of Electronic Information and Electronic Transactions which can disrupt public order, in accordance with applicable laws and regulations (Yang, 2011). Currently, the government is active in efforts to organize and regulate e-commerce for a more orderly future, with the expectation of adopting many binding legal rules. An example is encouraging e-commerce to have clear legal entity ownership, so that e-commerce businesses have a clear identity and can face and prevent legal problems that may arise.

CONCLUSION

The security of consumers' personal data has a significant impact on customer satisfaction, especially in the context of online shopping. The security and privacy services implemented in online transactions are very influential because they can guarantee integrity, confidentiality, authentication and avoid recording transactions that are detrimental to consumers. Protection of personal data is very crucial for e-commerce users because personal information is very sensitive. Therefore, users must be active in protecting their personal data by avoiding and monitoring anything suspicious.

The legal link between personal data security and consumers as e-commerce users is very important to ensure that the security of consumers' personal data is guaranteed. This is a necessary step to provide legal protection and certainty to consumers when carrying out online shopping transactions.

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