

## ABSTRACT

In Indonesia, online buying and selling transactions through marketplaces are recognized. However, law enforcement is sometimes lacking, particularly in the context of providing refunds to buyers. This study aims to examine the role and responsibilities of platforms in ensuring the fulfillment of consumer rights regarding delayed refunds in online buying and selling transactions through marketplaces, as well as examining consumer protection regarding delayed refunds in online buying and selling transactions through marketplaces. This evaluative study serves to provide input on consumer protection for online shoppers through marketplaces, particularly regarding receiving refunds, and in the process, reflects on relevant regulations in the European Union. This research is important to further improve the enforcement of consumer protection regarding refunds when shopping online in Indonesia, thereby further advancing and strengthening consumer protection in Indonesia.

**Key words:** refund, consumer protection, marketplace.

## ABSTRAK

*Di Indonesia sudah diakui transaksi jual beli online melalui marketplace. Kendati begitu, terkadang aspek penegakan hukumnya masih kurang, terkhusus dalam konteks pemberian refund kepada pembeli. Penelitian ini ingin mengkaji bagaimana peran dan tanggungjawab platform dalam memastikan pemenuhan hak-hak konsumen atas keterlambatan refund dalam transaksi jual beli online melalui marketplace, serta melihat perlindungan terhadap konsumen atas keterlambatan refund dalam transaksi jual beli online melalui marketplace. Penelitian ini merupakan penelitian evaluatif yang berfungsi untuk memberi masukan terhadap perlindungan konsumen yang berbelanja online lewat marketplace, terkhusus dalam hal menerima refund, dan dalam prosesnya berkaca pada peraturan-peraturan terkait yang ada di Uni Eropa. Penelitian ini penting untuk dilakukan agar penegakan perlindungan konsumen dalam hal refund ketika berbelanja online di Indonesia dapat semakin ditingkatkan, sehingga perlindungan konsumen di Indonesia bisa semakin maju dan kuat.*

**Kata kunci:** refund, perlindungan konsumen, marketplace.