

ABSTRACT

The rapid growth of technology in the modern era has led to an increasing number of customers shopping online. Broadly speaking, E-Commerce is the term used to define the sale of goods and services over the internet. In the most common sense, it involves creating a website to advertise and promote products. In recent years, Tokopedia has emerged as one of the largest digital-based buying and selling companies in Indonesia. Tokopedia has successfully become one of the leading internet companies in Indonesia, driven by rapid technological advancements.

Based on consumer behavior and E-commerce, this research aims to determine the analysis of consumer behavior regulation in Tokopedia's E-commerce, in accordance with the provisions of Law Number 8 of 1999 regarding consumer protection.

The analysis technique used in this research is qualitative. Data collection is conducted through interviews, using source triangulation to obtain in-depth interviews with different sources or informants.

Based on the analysis results, it was found that there is a relationship between consumer behavior and E-commerce in consumer protection, influenced by various factors such as social, psychological, personal, and environmental factors. Law Number 8 of 1999 also establishes a connection between consumer behavior and E-commerce, as it grants consumer rights for every transaction they make.

The rapid development of E-commerce in the business world should continue to improve in order to maximize business growth while also complying with the established regulations to protect consumers and ensure safe transactions.

Keywords: *E-Commerce, Consumer Behavior, Regulation, Law Number 8 of 1999.*