

THE EFFECT OF LEGAL REGULATION ON CONSUMER TRUST IN SHOPPING ON THE E - COMMERCE PLATFORM SHOPEE

^{1*}Siti Junaidah Hasibuan, ²Raymond Fransiscus, ³Hafni Cholida Nasution

^{1,2,3}STIE IBMI Medan

^{1*}e-mail: alfiadaulay27@gmail.com

Abstract: This study aims to analyze the effect of legal regulation on consumer trust in shopping on the e-commerce platform Shopee. The research employed a quantitative approach with a survey method. The population included all Shopee consumers who had made at least one transaction within the last six months. The sample size was determined using Hair et al.'s formula, resulting in 45 respondents. Data were analyzed using classical assumption tests and simple linear regression with the assistance of SPSS version 26. The findings reveal that legal regulation has a positive and significant effect on consumer trust in shopping on Shopee. This indicates that the better the implementation and enforcement of legal regulations such as consumer protection, personal data security, and legal certainty in electronic transactions the higher the level of consumer trust in conducting online transactions through Shopee.

Keywords: Legal Regulation, Consumer Trust, E-Commerce, Shopee

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh regulasi hukum terhadap kepercayaan konsumen dalam berbelanja di platform *e-commerce* Shopee. Pendekatan yang digunakan adalah kuantitatif dengan metode survei. Populasi penelitian mencakup seluruh konsumen Shopee yang telah melakukan transaksi minimal satu kali dalam enam bulan terakhir. Penentuan jumlah sampel dilakukan dengan menggunakan rumus Hair et al., yaitu lima kali jumlah indikator, sehingga diperoleh 45 responden. Data dianalisis menggunakan uji asumsi klasik dan analisis regresi linear sederhana dengan bantuan program SPSS versi 26. Hasil penelitian menunjukkan bahwa regulasi hukum berpengaruh positif dan signifikan terhadap kepercayaan konsumen berbelanja di Shopee. Hal ini berarti semakin baik penerapan dan penegakan regulasi hukum seperti perlindungan konsumen, keamanan data pribadi, dan kepastian hukum transaksi elektronik, maka semakin tinggi tingkat kepercayaan konsumen dalam melakukan transaksi secara daring di Shopee.

Kata Kunci: Regulasi Hukum, Kepercayaan Konsumen, *E-Commerce*, Shopee

INTRODUCTION

The development of information technology has brought significant changes to the way people conduct economic activities, particularly in buying and selling. The emergence of e-commerce platforms such as Shopee, Tokopedia, and Lazada has made it easier for consumers to purchase various products without spatial or temporal limitations. Among these platforms, Shopee has become one of the most popular in Indonesia because it offers convenient transactions, a wide selection of products, and various attractive promotions. However, the rapid growth of online transactions has also been accompanied by an increase in problems such as digital fraud, misuse of personal data, and discrepancies between products and their descriptions, all of which can reduce consumers' trust in electronic trading systems.

In this context, legal regulation plays an essential role as the foundation of consumer protection in electronic transactions. The Indonesian government has enacted several regulations, such as Law Number 11 of 2008 on Electronic Information and Transactions (ITE Law) and Law Number 8 of 1999 on Consumer Protection, which function to regulate, supervise, and protect the interests of the public in digital transactions. These regulations are expected to provide consumers with a sense of security while also enhancing their trust in online buying and selling activities (Nugroho et al., 2024).

Consumer trust is a fundamental factor that determines the success of e-commerce businesses. According to Pavlou (2003), trust serves as a mechanism that can reduce perceived risk and encourage



consumers' intention to engage in online transactions. In the context of Shopee, the existence of firm and transparent legal regulations can strengthen consumers' positive perceptions of transaction security and increase user loyalty to the platform. Conversely, weak law enforcement and supervision may lead to a sense of insecurity, ultimately decreasing consumer trust (Widijowati, 2023).

Therefore, it is important to examine the extent to which legal regulation influences consumer trust in shopping through e-commerce platforms, particularly Shopee. This study aims to analyze the influence of legal regulations on the level of consumer trust in conducting online transactions on Shopee.

The results of this research are expected to provide theoretical benefits, namely expanding scientific insight into the relationship between legal regulations and consumer trust in the digital context, as well as practical benefits, namely providing recommendations for the government and e-commerce practitioners to strengthen legal policies that ensure the security of digital transactions in Indonesia.

THEORETICAL REVIEW

E-Commerce

E-commerce refers to a digital-based trading system that enables the exchange of goods and services through online transactions, utilizing electronic and internet technologies to support business activities (Kita et al., 2025). According to Slavko (2016), electronic commerce (e-commerce) encompasses a series of technological and procedural systems designed to automate electronic financial transactions. It involves the buying, selling, and exchange of products, services, and information through computer networks, especially via the internet.

Legal Regulation

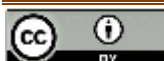
According to Asshiddiqie (2006), legal regulation is a normative tool employed by the government to control societal behavior through laws and regulations. It functions as both a guide and a boundary within community, national, and state life to promote order and legal clarity. Therefore, the government's regulatory involvement aims to provide citizens with protection and assurance of legal certainty in their social and economic activities. According to Rahardjo (2000), legal regulation is not simply a set of written norms but a tool for achieving justice and societal welfare, embodying the concept of living law. He argues that regulations should be responsive to the changing dynamics of society to ensure fair interactions among social actors. Consequently, law serves as a mechanism for enforcing substantive justice while evolving in line with social and technological progress. According to Asshiddiqie (2010), good legal regulation must meet several key indicators to be effective and to ensure legal certainty, justice, and public benefit. These indicators include:

1. Clarity of Purpose
2. Consistency and Coherence
3. Feasibility and Fairness
4. Legal Certainty
5. Effectiveness and Enforcement

Consumer Trust

Yani & Safitri, (2024) define trust as a company's willingness to depend on its business partners, which is influenced by various interpersonal and interorganizational elements, including competence, integrity, honesty, and goodwill. Similarly, Lusia (2018) explains that trust arises as an outcome of interactions between two parties in an exchange relationship, focusing on the perceived costs and benefits governed by contractual agreements. Essentially, trust represents a belief, emotion, or expectation directed toward another party. According to Yani & Safitri, (2024), there are several indicators of trust, namely:

1. Benevolence
2. Ability
3. Integrity
4. Willingness to Depend



Conceptual Framework

Asshiddiqie (2010) asserts that effective legal regulation must embody legal certainty, justice, and social benefit to foster public confidence in the legal system. Firm and transparent enforcement of such regulations creates a sense of security for individuals participating in digital transactions. Within the e-commerce sector, this underscores the vital role of legal frameworks such as Law No. 11 of 2008 concerning Electronic Information and Transactions and Law No. 8 of 1999 concerning Consumer Protection, which serve as the foundation for sustaining consumer trust in online platforms. Supporting this view, Widiyowati (2023) found that well-implemented and strictly enforced legal regulations strengthen consumer confidence by safeguarding them against risks such as system failures, privacy breaches, and fraud in online transactions. Consequently, the effectiveness of legal enforcement directly correlates with the level of consumer trust in digital commerce. Based on the research above, a conceptual framework can be developed as illustrated in the figure below.

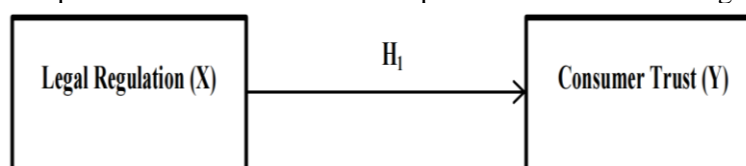


Figure 1. Conceptual Framework

Hypothesis

According to Sugiyono (2019), a hypothesis is a temporary answer to the research problem that is formulated based on theory, which must be tested through data collection and analysis. The hypothesis in this study is as follows:

H₁ : It is suspected that legal regulation has an effect on consumer trust in shopping on e-commerce platforms.

RESEARCH METHOD

This study employs a quantitative approach using a survey method to examine the effect of legal regulation on consumer trust in shopping on the e-commerce platform Shopee. The population consists of all Shopee consumers who have made at least one transaction within the past six months. The sample size was determined using Hair et al.'s formula, which suggests that the ideal sample for quantitative research with regression analysis is five to ten times the number of indicators in the research instrument (Hair et al., 2014). In this study, there are nine indicators representing the variables of legal regulation and consumer trust, resulting in a minimum required sample of $9 \times 5 = 45$ respondents.

The data analysis procedure begins with classical assumption tests are conducted, comprising normality tests to confirm the residuals follow a normal distribution and heteroscedasticity tests to ensure the residuals have constant variance. The main analysis is performed using simple linear regression to examine the effect of legal regulation on consumer trust, while hypothesis testing employs the t-test to assess the significance of the relationship and the coefficient of determination (R^2) to determine the contribution of the independent variable to the dependent variable (Ghozali, 2018).

RESULTS AND DISCUSSION

Shopee Company Profile

Shopee is one of the leading e-commerce platforms in Southeast Asia and Taiwan, launched by Sea Group (formerly Garena) in 2015. The platform officially entered the Indonesian market in late 2015 and quickly gained popularity through its aggressive marketing strategies, such as free shipping promotions, user-friendly features, and extensive product categories ranging from fashion and electronics to household goods and digital products.

Shopee integrates various supporting services, including ShopeePay for secure cashless transactions and Shopee Express for fast and reliable delivery. Its success is largely attributed to its ease of use, strong customer protection policies, and compliance with digital commerce regulations,



which collectively enhance user trust and loyalty. Furthermore, Shopee collaborates with government authorities and regulatory bodies to ensure adherence to Indonesia's e-commerce laws, including data protection and online transaction security standards.

Normality Test Results

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		45
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.69580946
Most Extreme Differences	Absolute	.086
	Positive	.073
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed using SPSS 26

Based on the normality test results shown in the table above, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. This indicates that the residual data are normally distributed, meaning the normality assumption is fulfilled and the data are suitable for further analysis using simple linear regression.

Heteroscedasticity Test Results

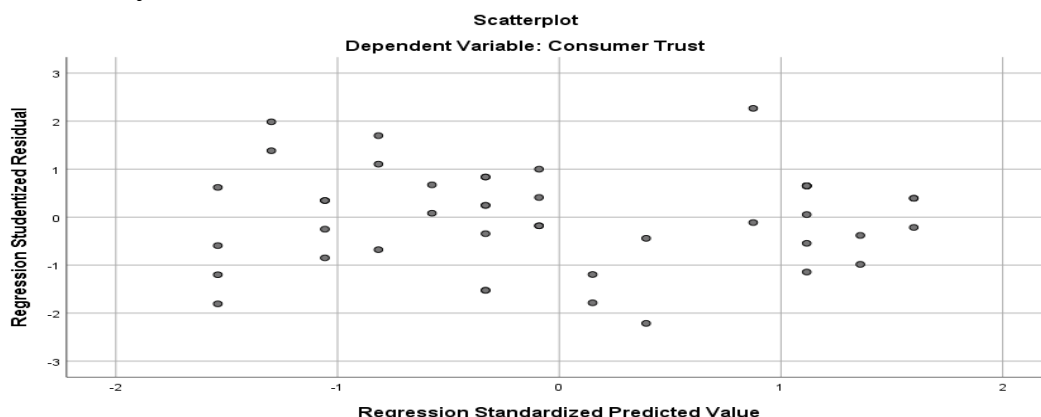


Figure 2. Heteroscedasticity Test Results

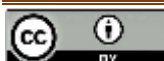
Source: Data processed using SPSS 26

Based on the heteroscedasticity test results shown in Figure 2, the scatterplot points are randomly distributed above and below the zero line on the Y-axis without forming any specific pattern. This indicates that no heteroscedasticity problem is present in the regression model, meaning the residual variance is constant and the model satisfies the homoscedasticity assumption.

Simple Linear Regression Analysis

Table 2. Simple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.324	1.176		.784
	Legal Regulation	.721	.062	.870	.000



a. Dependent Variable: Consumer Trust

Source: Data processed using SPSS 26

$$Y=0.324+0.721X+e$$

The results can be summarized as follows:

1. The regression constant of 0.324 indicates that if the legal regulation variable (X) is assumed to be zero, the consumer trust (Y) value would be 0.324. This means that even without the influence of legal regulation, there is still a small baseline level of consumer trust.
2. The regression coefficient for legal regulation ($b = 0.721$) shows that for every one-unit increase in legal regulation, consumer trust will increase by 0.721 units. This implies that stronger or more effective legal regulations positively and significantly enhance consumer trust in shopping on the Shopee e-commerce platform.

t-Test Results

Table 3. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.324	1.176		.276	.784
	Legal Regulation	.721	.062	.870	11.548	.000

a. Dependent Variable: Consumer Trust

Source: Data processed using SPSS 26

Based on Table 3, the results of the partial t-test show that the variable Legal Regulation has a significance value of 0.000, which is smaller than 0.05 ($\text{Sig.} < 0.05$), and a t-calculated value of 11.548, which is greater than the t-table value of 2.017. These results indicate that Legal Regulation has a positive and significant effect on Consumer Trust in shopping on the e-commerce platform Shopee.

Coefficient of Determination Results

Table 4. Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.756	.751	1.71541

a. Predictors: (Constant), Legal Regulation

b. Dependent Variable: Consumer Trust

Source: Data processed using SPSS 26

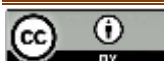
The R Square value of 0.756 indicates that the variable Legal Regulation explains 75.6% of the variation in Consumer Trust in shopping on the e-commerce platform Shopee, while the remaining 24.4% is influenced by other factors not included in this research model. This means that the stronger and more effective the implementation of legal regulations, the higher the level of consumer trust in conducting online transactions through Shopee.

Discussion

Legal Regulation Affects Consumer Trust in Shopping on the E-Commerce Platform Shopee

The results of this study indicate that legal regulation has a positive and significant effect on consumer trust in shopping on the e-commerce platform Shopee. This means that the better the implementation of legal regulations such as legal certainty, consumer protection, and law enforcement against online transaction violations the higher the level of consumer trust in using the platform. Clear and enforceable regulations provide consumers with a sense of security against risks such as fraud, misuse of personal data, and transaction uncertainty.

These findings are consistent with the research of Shaik & Poojasree (2021), who stated that strong legal protection enhances user trust in e-commerce activities. Similarly, Mohammed et al., (2023) emphasized that online consumer protection regulations play a crucial role in building consumer trust and loyalty in digital marketplaces.



CONCLUSION

Based on the results of this study, it can be concluded that legal regulation has a positive and significant effect on consumer trust in shopping on the e-commerce platform Shopee. This means that the better the implementation and enforcement of legal regulations such as consumer protection, personal data security, and clarity of electronic transactions the higher the level of consumer trust in conducting transactions on Shopee. Clear and well-enforced regulations provide consumers with a sense of security when engaging in online shopping activities.

Suggestions

Shopee and other e-commerce platforms are advised to continue complying with and improving the implementation of applicable legal regulations to ensure user safety and comfort. The government is also expected to strengthen supervision and update regulations in line with rapid technological developments. Furthermore, future research can include other variables such as service quality or system security to provide more comprehensive results.

REFERENCES

- Angin, J. T. K. P., & Teta, B. (2025). Pengaruh Dimensi Kualitas Website Terhadap Kepuasan Pengguna E-Commerce Shopee Di Kalangan Mahasiswa STMIK TIME. *Manajemen: Jurnal Ekonomi*, 7(1), 84-92
- Asshiddiqie, J. (2006). Perihal Undang - Undang di Indonesia. Sekretariat Jenderal dan Kepaniteraan Mahkamah Konstitusi Republik Indonesia.
- Asshiddiqie, J. (2010). Perihal Undang-Undang di Indonesia. Rajawali Pers.
- Damanik, E. O., Kemala, Z., & Sipayung, T. (2023). Pengaruh Harga Dan Kualitas Produk Pada Live Streaming Aplikasi TIKTOK Terhadap Minat Beli Mahasiswa Ekonomi Universitas Simalungun. *Manajemen: Jurnal Ekonomi*, 5(2), 90-104
- Damanik, Y. R., Kristianto, K., & Silalahi, J. A. S. (2025). Pengaruh Live Streaming Dan Personal Branding Terhadap Keputusan Pembelian Konsumen Pengguna Aplikasi Tiktok. *Manajemen: Jurnal Ekonomi*, 7(1), 183-191
- Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25. Universitas Diponegoro.
- Hair, J. F., Black, W., Babin, B., & Anderson, R. (2014). on Multivariate Data Analysis Joseph F . Hair Jr . William C . Black Eight Edition. In Pearson.
- Kita, T., Angin, P., & Teta, B. (2025). Pengaruh Dimensi Kualitas Website Terhadap Kepuasan Pengguna E-Commerce Shopee Di Kalangan Mahasiswa STMIK TIME. 7(1), 84–92.
- Lusiah. (2018). Monograf Loyalitas Pelanggan. https://www.academia.edu/42205470/Monograf_Loyalitas_Pelanggan
- Nugroho, M. A., Fatkhudin, A., & Artanto, F. A. (2024). Analisis Kepuasan Pengguna Website Simasmu Dengan Menggunakan Metode End User Computing Satisfaction. *Jurnal Surya Informatika*, 15(1), 15–25. https://jurnal.umpp.ac.id/index.php/surya_informatika/article/view/2046
- Pavlou, P. A. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Permana, E., Amalia, D., & Agestin, J. A. P. (2024). Strategi Meningkatkan Minat Beli Konsumen Melalui Periklanan Produk Erigo Di Media Sosial Instagram. *Manajemen: Jurnal Ekonomi*, 6(2), 216-223
- Purba, J. W. P., Simbolon, P., & Girsang, R. M. (2023). Pengaruh Pemasaran Jejaring Media Sosial Dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen. *Manajemen: Jurnal Ekonomi*, 5(2), 112-128
- Rahardjo, S. (2000). Ilmu Hukum. Citra Aditya Bakti.
- Rahman Mohammed, A., Hussein, Y., & Mawlood, N. S. (2023). The Effects Of Online Consumer Protection Regulations On E-Commerce In The Global Market. *Theory and Practice*, 2023(3), 825–829. <https://doi.org/10.53555/kuey.v29i3.7310>



- Saputra, S., Vereysita, S., Gouwtami, M., Andayani, T. L. M., & Abdullah, M. (2024). Dinamika Minat Beli Konsumen: Peran Kualitas Produk Dan Promosi Yang Efektif Di Shopee. *Manajemen: Jurnal Ekonomi*, 6(2), 248-260
- Sakinah, T. M., Rohani, S., & Saragih, L. (2023). Pengaruh Perceived Usefulness, Harga Dan Brand Trusts Terhadap Kepuasan Konsumen Pada Aplikasi Indriver (Studi Kasus Mahasiswa Prodi Manajemen konsentrasi Pemasaran Universitas Simalungun Pematangsiantar). *Manajemen: Jurnal Ekonomi*, 5(2), 160-168
- Sitorus, H. F., Yuliana, Y., & Safina, W. D. (2024). Determinan Kepercayaan Pelanggan Pada Tokopedia. *Manajemen: Jurnal Ekonomi*, 6(1), 152-158
- Sinaga, J. E., & Simatupang, P. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Go-Food Di Kota Pematangsiantar (Studi Kasus Mahasiswa Fakultas Ekonomi Universitas Simalungun Pematangsiantar). *Manajemen : Jurnal Ekonomi*, 1(1). <https://doi.org/10.36985/manajemen.v1i1.37>
- Shaik, D., & Poojasree, M. V. (2021). Consumer Protection in E-Commerce: A Legal and Compliance Framework in the Digital Market. <https://doi.org/10.2991/assehr.k.210506.004>
- Slavko, D. (2016). Electronic Commerce. *ECONOMICS - Innovative and Economics Research Journal*, 4(2), 133–141. <https://doi.org/10.1515/eoik-2017-0003>
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- Widijowati, D. (2023). Enhancing Consumer Protection in Electronic Commerce Transactions. *Research Horizon*, 3(4), 283–290.
- Yanti, A. R., Kueain, B. C. D., Faridah, U. F., & Suharyanto, S. (2025). Pengaruh Digital Marketing Dan Kualitas Layanan Terhadap Loyalitas Konsumen Pada Aplikasi GRAB. *Manajemen: Jurnal Ekonomi*, 7(1), 150-159
- Yani, A. S., & Safitri, N. C. (2024). Pengaruh Kepercayaan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan yang Dimoderasi oleh Kualitas Layanan. *BISNIS : Jurnal Bisnis Dan Manajemen Islam*, 3(1), 1. <https://doi.org/10.21043/bisnis.v3i1.1463>