# Legal Research Trends on Legal Protection in E-Commerce Transactions in Indonesia

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#### Abstract

The Cash on Delivery (COD) payment system within e-commerce, it has been found that legal protection for couriers is often overlooked. Couriers face risks such as fraud, intimidation, and unpleasant treatment from consumers due to the unclear definition of their rights and obligations, as well as the lack of clear regulations concerning occupational safety. Consumers' lack of understanding regarding COD procedures also frequently places couriers in difficult situations. Using a quantitative literature review method, research findings indicate that between 2019 and 2024 there has been an inconsistent trend in the number of studies addressing this issue. There remains a need for public education, regulatory updates, and the establishment of clear and effective legal protection mechanisms for couriers.

**Keywords:** Legal; Research Trend; Protection; E-Commerce; Transaction.



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# JURNAL HUKUM BERKEMADJOEAN

#### Introduction

E-commerce serves as a platform where producers and consumers engage in buying and selling activities without meeting face-to-face; in other words, transactions are conducted online. The majority of Indonesians use e-commerce for buying and selling due to its ease of use, affordability, and efficiency. Over time, e-commerce has undergone numerous changes, one of which is the addition of new payment systems. While initially limited to interbank transfers, it now includes the Cash on Delivery (COD) payment method. This development has facilitated a more accessible relationship between buyers and sellers through the use of COD.<sup>1</sup>

The formation of an agreement arises from a contract between the parties involved, namely the buyer and the seller. Where there is a contract between parties, it gives rise to specific rights and obligations that must be fulfilled by each party. According to Article 1458 of the Indonesian Civil Code, a sale and purchase can be deemed valid even if the product has not yet been delivered or the payment has not yet been made, provided that both parties have agreed on all essential elements of the contract, such as the commodity and its price.<sup>2</sup>

In the context of the Cash on Delivery (COD) payment system within e-commerce, this method is typically chosen by consumers who do not possess a bank account or other forms of digital payment to complete a transaction via transfer. COD enables such consumers to pay for goods directly to the courier upon delivery at the recipient's address. The implementation of this system requires cooperation between sellers and delivery service providers, as courier companies play a crucial role in the rapid growth of e-commerce. These delivery service providers act as intermediaries, bridging the gap between sellers and buyers. This interdependence has intensified competition, driven by the parallel growth of online businesses and logistics service providers.<sup>3</sup>

However, in practice, numerous issues persist with the use of the COD payment system in society today. According to kompas.tv on 29 January 2023, there was a case in Banyuasin, South Sumatra, where a COD courier was

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<sup>&</sup>lt;sup>1</sup> Muhamad Bilal and Imam Budi Santoso, 'Analisis Perlindungan Hukum Terhadap Kurir Dalam Transaksi Cash On Delivery (COD', *JUSTITIA Jurnal Ilmu Hukum Dan Humaniora* 6, no. 2 (2023), pp. 339–339, doi:10.31604/justitia.v6i2.339-349.

<sup>&</sup>lt;sup>2</sup> Afida Ainur Rokfa and others, 'Penyelesaian Sengketa Sistem Pembayaran Cash On Delivery (Cod) Pada Media E-Commerce', *Jurnal Bina Mulia Hukum*, 6.2 (2022), pp. 161–73, doi:10.23920/jbmh.v6i2.533.

<sup>&</sup>lt;sup>3</sup> Teten Tendiyanto, Destri Tsurayya Istiqamah, and Suwandoko Suwandoko, 'Perlindungan Pelaku Usaha Jual Beli Online Dengan Sistem Pembayaran Cash on Delivery', *JCIC: Jurnal CIC Lembaga Riset Dan Konsultan Sosial 5*, no. 1 (2023), pp. 39–44, doi:10.51486/jbo.v5i1.89.

stabbed by a customer who refused to pay. More recently, on 7 September 2023, merdeka.com reported that a courier in South Denpasar, Bali, was assaulted by a female customer who became enraged and refused to pay for her COD order. Such incidents reflect growing dissatisfaction and frustration expressed by consumers toward couriers, often due to goods being received in unsatisfactory condition. This has led to threats and even physical violence against couriers, highlighting the urgent need for legal regulations that specifically protect couriers in such situations.<sup>4</sup>

From a legal perspective, the courier's main responsibility is limited to delivering the goods to the recipient's address and collecting the payment for those goods. They are not accountable for any discrepancies or defects in the goods delivered. This is often misunderstood by consumers, leading to unfair treatment of couriers. According to Article 1313 of the Indonesian Civil Code, once a contract of sale and purchase is formed between seller and buyer, both parties are legally bound to fulfil the obligations agreed upon in that contract. Within the COD payment system, consumers are obliged to pay for goods upon receipt, thus they must honor their contractual commitments. Any dissatisfaction regarding the goods should be directed to the seller, not the courier.<sup>5</sup>

In e-commerce transactions involving COD, sellers entrust the task of delivering goods to couriers, thereby establishing the courier's obligation to ensure safe delivery to the customer. This necessarily results in direct interaction between couriers and consumers. However, this process does not always proceed as expected. Many consumers refuse to pay for items upon delivery, claiming the goods are not as described, and consequently direct their anger and disappointment toward couriers, including acts of threat and physical assault. Such events cause both material and immaterial harm to couriers.

Cases of breach of contract in online sales are no longer uncommon. The non-conformity of goods sent by sellers remains a recurring problem, and previous research has primarily focused on the seller's obligations regarding product conformity in COD-based e-commerce transactions. To date, limited research

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<sup>&</sup>lt;sup>4</sup> Heristiawan Aryo Wirotomo, 'Perlindungan Hukum Bagi Kurir Jasa Pengiriman Barang Dalam Transaksi Jual Beli Online Secara Cash On Delivery', *Jurnal Studi Hukum Modern*, 6.2 (2024) <a href="https://journalpedia.com/1/index.php/jshm/article/view/1188.">https://journalpedia.com/1/index.php/jshm/article/view/1188.</a>

<sup>&</sup>lt;sup>5</sup> Setiawati Gulo, 'Transaksie-Commerce Dengan Sistem Cash on Delivery Dalam Persepektif Peraturan Perundang Undangan Di Indonesia', *Other, hukum*, 2021 <a href="https://repository.unja.ac.id/24144/.>">ht

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has explored the legal position of consumers, sellers, and especially couriers, or examined the legal protection for couriers as workers in instances where the seller breaches the agreement by delivering non-compliant goods.<sup>6</sup>

Several prior studies have addressed the issue of courier protection in COD transactions. For example, a 2023 study by Muhammad Bilal and Imam Budi Santoso entitled "Legal Protection Analysis for Couriers in Cash on Delivery Transactions" published in Jurnal Justitia, University of Singaperbangsa Karawang, discusses legal protection for couriers under the COD system. Another study by I Wayan Gede Wiryawan (2021), titled "The Urgency of Courier Protection in E-Commerce Transactions Using the COD System", published in Jurnal Analisis Hukum, Vol. 2, No. 2, outlines the rights and obligations of couriers in e-commerce transactions. However, the majority of existing research primarily considers courier protection through the lens of the Indonesian Consumer Protection Law (UUPK).

Therefore, the research presented in this study differs from previous works. It focuses on the trends in legal research concerning the protection of couriers in e-commerce transactions under the COD payment system. Through a normative juridical approach, this study aims to examine the legal status of all parties involved, particularly the courier, and to identify gaps in regulation that could be addressed to ensure better legal safeguards.

#### Method

This research employs descriptive analysis of the data obtained. The study presents the findings of a literature search concerning legal research trends and protection in Cash on Delivery (COD) transactions within the context of e-commerce in Indonesia.<sup>8</sup> A quantitative literature review method was utilized, with data collected from two electronic databases: Google Scholar and Lens.org. The keywords used were "Cash on Delivery", "E-commerce", and "courier legal protection". Articles were selected based on specific inclusion criteria, which limited the publication period to the last five years (2019–2024).

<sup>&</sup>lt;sup>6</sup> S. Setjoatmadja and D. Puspitasari, 'Akibat Hukum Pembatalan Jual Beli Sepihak Melalui Marketplace Oleh Pembeli Dengan Sistem Pembayaran Cash On Delivery (COD) Ditinjau Dari KUHPerdata', *Innovative: Journal Of Social Science Research*, 4.3 (2024), pp. 4443-4457,.

<sup>&</sup>lt;sup>7</sup> S.T. Andani, 'Perlindungan Yuridis Terhadap Konsumen Dan Pelaku Usaha Dalam Transaksi E-Commerce Melalui Sistem Pembayaran Cash On Delivery (COD' (unpublished (Doctoral Dissertation, Universitas Panca Marga).," n.d, 2022).

<sup>&</sup>lt;sup>8</sup> Irwansyah, *PENELITIAN HUKUM: Pilihan Metode Dan Praktik Penulisan Artikel*, Revisi (Mirra Buana Media, 2021).

Table 1. Inclusion and Exclusion Criteria

No	Inclusion Criteria	<b>Exclusion Criteria</b>
1	Publications from 2019 to 2024	Publications prior to 2019
2	Specifically related to Cash on	General e-commerce topics such as
	Delivery in E-commerce	customer or seller satisfaction
3	Written in the Indonesian	Written in English
	language	-
4	Articles that contain the term	Articles without the term "Law"
	"Law"	

To address the issues discussed in this article, a systematic data search was conducted using several steps. The first step involved accessing Lens.org through the Scholarly Works section, using three sets of keywords:

- 1. By entering the keyword "E-Commerce and Cash on Delivery", an initial total of 1,289 journal articles was found. This was narrowed down to 251 articles after filtering by publication year (2019–2024), and further refined to 220 journal articles after setting the document type to Journal Article.
- 2. The second search used the keyword "Perlindungan Kurir" (Courier Protection) with the document type set to Journal Article and the time range from 2019 to 2024, yielding 26 journal articles.
- 3. The third search used the keyword "Sistem Pembayaran COD" (COD Payment System), again filtering by document type (Journal Article) and publication year (2019–2024), resulting in 44 journal articles.

#### Results and Discussion

# 1. Trends in Legal Research Related to COD in the Years 2019–2024

Based on the analysis conducted using the electronic database Lens.org, by entering the keyword "E-commerce and Cash on Delivery", a total of 1,289 journal articles were initially found. After applying a filter for publication years 2019 to 2024, the number was narrowed down to 251 journals. Further filtering by document type to include only Journal Articles reduced the results to 220 articles. From these 220 journal articles, 10 relevant journal articles were identified that specifically addressed legal research trends in e-commerce transactions using the COD payment method. The trend of legal research publications on COD-based transactions in e-commerce, viewed by year of publication, is presented in Figure 1 below:

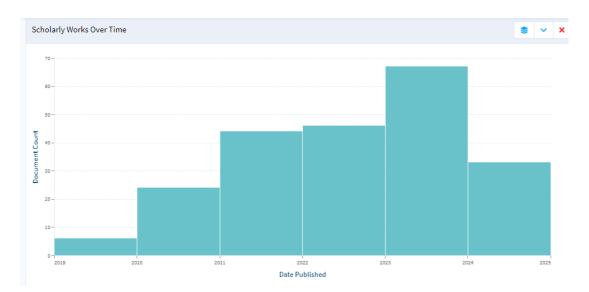


Figure 1. Number of Studies Based on Year of Publication Criteria Source: <a href="https://www.lens.org/">https://www.lens.org/</a>

From the figure above, it can be observed that research or studies related to the COD payment system in e-commerce published between 2019 and 2024 have shown an inconsistent trend, with fluctuations in the number of publications. From 2019 to 2023, the number of publications increased annually, with a particularly significant rise in 2023, during which 67 journal articles were published. However, in 2024, the number of publications declined, with 33 journal articles recorded for that year.

According to Figure 1, which illustrates the trend of journal article publications from 2019 to 2024, the COD payment method is considered crucial in building consumer trust towards businesses and the products they offer, while also facilitating cash payments upon receipt of goods. The principle of good faith must be upheld in the execution of e-commerce agreements, especially by consumers who choose to utilize the COD feature, to prevent arbitrary actions that may harm business actors.<sup>9</sup>

The percentage of COD usage in e-commerce transactions is presented in the following pie chart:

<sup>&</sup>lt;sup>9</sup> I.Wayan Gde Wiryawan, 'Urgensi Perlindungan Kurir Dalam Transaksi E-Commerce Dengan Sistem COD (Cash On Delivery', *September*, 28 (2021) <a href="https://lens.org/023-206-676-981-151">https://lens.org/023-206-676-981-151</a>.

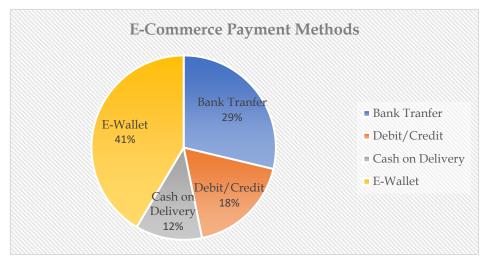


Diagram 1. Usage of Payment Systems in E-commerce Data Source: <a href="https://kumparan.com/">https://kumparan.com/</a>

Based on the pie chart above, it is shown that the most widely used payment method in e-commerce is e-wallets or digital wallets, accounting for 41% of transactions. This is followed by bank transfers at 29%, debit or credit card payments at 18%, and Cash on Delivery (COD) at 12%. In Indonesia, the trend of e-commerce users has experienced substantial growth from year to year, as observed over the past few years. The table below presents the percentage growth in the number of e-commerce users in Indonesia from 2017 to 2023:

Table 2. Percentage of E-commerce Users in Indonesia

No.	Year	E-commerce User Penetration (%)	E-commerce Users (Individuals)
1.	2017	52.5%	139,000,000
2.	2018	57.6%	154,100,000
3.	2019	62.2%	168,300,000
4.	2020	66.3%	181,500,000
5.	2021	69.9%	193,200,000
6.	2022	72.9%	203,500,000
7.	2023	75.3%	212,200,000

Source: <a href="https://databoks.katadata.co.id">https://databoks.katadata.co.id</a>

Based on the table above, it can be seen that the level of e-commerce usage in Indonesia has increased from year to year. In 2017, the number of e-commerce users was 139 million, which rose by 10.8% to 154.1 million in 2018, and peaked in 2023 with 212.2 million users. This indicates that Indonesian society

<sup>10</sup> S. Tyaningsih and R.A. Prastyanti, 'Perspektif Hukum Terhadap Pembatalan Pembayaran Konsumen Dalam E-Commerce Menggunakan Cash On Delivery (COD', *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1.5 (2023).

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increasingly prefers to conduct buying and selling transactions online through e-commerce platforms or similar services. $^{11}$ 

#### 2. Attention to Legal Protection for Couriers in COD Payments

Furthermore, the mapping of articles used as literature data in accordance with the inclusion criteria was carried out using two keywords: the first keyword being "courier protection" and the second "Cash on Delivery Payment System". The search was conducted using the electronic database Lens.org, using the filter for publication years from 2019 to 2024 and document type as journal articles.

Using the first keyword "courier protection", a total of 26 journal articles were found. After applying the inclusion criteria, 6 articles were deemed relevant. Using the second keyword "cash on delivery payment system", a total of 44 journal articles were identified, and after applying the same criteria, 4 articles were considered suitable.<sup>12</sup>

The selected journal articles that met the inclusion criteria are presented in the table below:

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<sup>&</sup>lt;sup>11</sup> Dewi Rahmawati Gustini, 'Diskursus Penolakan COD (Cash on Delivery ) Oleh Konsumen Di Media Online Dalam Perspektif Hukum Perdagangan', *JUDICIOUS*, 3.2 (2022), pp. 207–16, doi:10.37010/jdc.v3i2.1116.

<sup>&</sup>lt;sup>12</sup> Rahmat Kurniawan Darmanto, 'PERLINDUNGAN HUKUM TERHADAP JASA PENGIRIMAN BARANG (KURIR', *DALAM SISTEM CASH ON DELIVERY (COD) DIKAITKAN DENGAN KUHPER PASAL 1792." JUSTITIA Jurnal Ilmu Hukum Dan Humaniora 6*, no. 2 (2023), pp. 459–459, doi:10.31604/justitia.v6i2.459-467.

Table 3. Characteristics of Articles that Meet the Inclusion Criteria

	Table 5. Characteristics of Articles that wheet the inclusion Chieffa			
Author(s)	Year/Country	Research Objective	Findings	Implication
I Wayan Gede	2021/Indonesia	O	The involvement of multiple	•
Wiryawan		obligations of couriers in	parties in COD transactions has	between buyers and
		`	the potential to cause significant	
		Delivery) system and	problems if any party fails to	rights and obligations.
		their legal protection in	understand the legal construction	When a buyer refuses to
		the event of consumer	arising from their agreement,	complete payment, it
		complaints in e-commerce	leading to ignorance of their rights	results in breach of
		transactions using COD.	and obligations.	contract (wanprestasi).
Neozatel	2023/Indonesia	- To understand the	Public knowledge regarding COD	Ineffective education for
Azriel, Rani		regulations and	policies and procedures in e-	the public about e-
Apriani,		implementation for	commerce remains lacking.	commerce transaction
Holyone		couriers within the e-	G	concepts leads to
Singadimedja		commerce COD system.		mistaking and
,		J		misapplication.
		- To understand the		11
		regulations and		
		implementation for		
		consumers in the same		
		context.		
Indriana	2022/Indonesia		Business actors often act in bad	Posponsibility is shared
iiiullalla	2022/ muonesia			2
		-	faith regarding product delivery,	, , , , , , , , , , , , , , , , , , , ,
			while consumers are unaware and	
		responsibility.	act in bad faith regarding	-
			payment.	actors.

Rais Agil Bahtiar	2020/Indonesia			have strategic policies to
Nabil Abduh Qadil, Chelsea Mutiara Putri, Dinda Yunisa	2022/Indonesia	transactions, especially	Misconceptions about COD among buyers and negligence by sellers in providing accurate product information are still common.	5
Fanny Angelina Simbolon, Abraham Ferry Rosando	2023/Indonesia	To examine the legal protection for online sellers in the event of	There is a reciprocal legal relationship between sellers and consumers, based on legal subject rights and obligations.	party can file a lawsuit
Silviasari	2020/Indonesia	To examine dispute resolution in e-commerce transactions using COD.	Dispute resolution may be conducted out of court by involving the Consumer Dispute Settlement Board (BPSK). BPSK is	Consumer Protection Law (UUPK) has provisions for resolving consumer

			required to issue a decision within	
			21 working days.	
Heristiawan Aryo Wirotomo	2024/Indonesia	<u>e</u>	Couriers often face risks such as fraud and mistreatment from	
Adi Kristian Silalahi, Elisatris Gultom, Susilowati Suparto	2022/Indonesia	available for sellers and	Marketplaces offering COD must respond quickly to sellers' complaints about losses from consumer breach of contract.	improve regulations to
Dani Lailatul Magviro, Yasid Amali	2023/Indonesia	protects couriers in online	Couriers should not be held liable for product damages or errors not caused by their own negligence.	There is a need for better legal regulations focused on courier work safety and liability clarity for delivered goods.

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Based on a systematic analysis of ten research articles that met the inclusion criteria—specifically addressing e-commerce transactions using the Cash on Delivery (COD) payment method—several legal research trends concerning this topic can be identified. The most prominent trend is the growing attention towards legal protection for various parties involved in COD transactions, particularly couriers, business operators, and consumers.

An important study by Rais Agil Bahtiar (2020) highlights that e-commerce, as a process of buying and selling goods and services via digital technology, offers various benefits such as transaction cost efficiency, the elimination of geographical and time constraints, and enhanced communication between buyers and sellers.<sup>13</sup> However, he also emphasizes the vital role of the government in formulating strategic policies to address the challenges of e-commerce, including consumer protection, infrastructure, logistics, and digital taxation. The government is encouraged to promote the digital economy ecosystem through strategies such as knowledge dissemination, subsidies, innovation targeting, and the establishment of regulatory standards.<sup>14</sup>

Furthermore, I Wayan Gede Wiryawan (2021)<sup>15</sup> and Heristiawan Aryo Wirotomo (2024)<sup>16</sup> particularly stress the importance of legal protection for couriers, who act as physical intermediaries in the COD system. They point out that couriers are often the most vulnerable party, bearing the brunt of imbalanced rights and obligations in transactions, including exposure to fraud or unpleasant treatment from consumers.

Meanwhile, Fanny Angelina Simbolon and Abraham Ferry Rosando (2023) <sup>17</sup> focus their attention on online business actors, who also face legal vulnerabilities when goods are returned by consumers without valid justification. Although the COD payment system facilitates transactions for consumers, it also presents legal loopholes that are yet to be clearly and fairly

<sup>&</sup>lt;sup>13</sup> Rais Agil Bahtiar, 'Potensi, Peran Pemerintah, Dan Tantangan Dalam Pengembangan e-Commerce Di Indonesia [Potency, Government Role, and Challenges of e-Commerce Development in Indonesia', *Jurnal Ekonomi Dan Kebijakan Publik*, 11.1 (2020), pp. 13-25,.

<sup>&</sup>lt;sup>14</sup> Silviasari, 'PENYELESAIAN SENGKETA KONSUMEN DAN PELAKU USAHA DALAM TRANSAKSI E-COMMERCE MELALUI SISTEM CASH ON DELIVERY', *Media of Law and Sharia*, 1.3 (2020), pp. 151–61, doi:10.18196/mls.v1i3.9192.

<sup>&</sup>lt;sup>15</sup> Wiryawan, 'Urgensi Perlindungan Kurir Dalam Transaksi E-Commerce Dengan Sistem COD (Cash On Delivery'.

<sup>&</sup>lt;sup>16</sup> Wirotomo, 'Perlindungan Hukum Bagi Kurir Jasa Pengiriman Barang Dalam Transaksi Jual Beli Online Secara Cash On Delivery'.

<sup>&</sup>lt;sup>17</sup> F.A. Simbolon and A.F. Rosando, 'Bentuk Perlindungan Hukum Bagi Pelaku Usaha Online Dalam Retur Barang Sistem Cash On Delivery (COD', *Innovative: Journal Of Social Science Research*, 3.6 (2023), pp. 10509-10526,.

regulated, especially regarding accountability and dispute resolution mechanisms.<sup>18</sup>

Moreover, Grace Evelyn Pardede and Ferdinand Sujanto (2022)<sup>19</sup> along with Adi Kristian Silalahi et al. (2022) underscore the urgency of legal reform and the harmonization of regulations across e-commerce platforms. The regulatory inconsistency among different service providers potentially leads to legal uncertainty for both business actors and consumers. They advocate for a uniform and responsive legal framework to keep pace with the evolving dynamics of digital commerce, thereby enhancing public trust in the COD system.

Thus, the findings reveal that the COD payment system requires comprehensive legal protection and firm policy implementation to ensure that all parties involved—particularly couriers and business operators—receive legal certainty and fair treatment. This is crucial in supporting the sustainable growth of the digital economy in Indonesia.<sup>20</sup>

#### Conclusion

The trend of legal research on e-commerce transactions using the Cash on Delivery (COD) payment method, published between 2019 and 2024, has shown an inconsistent growth pattern. The year 2024 marks the peak in the number of published articles on e-commerce. In Indonesia, the legal research trend in COD-based e-commerce transactions is shifting from merely identifying issues to formulating concrete solutions. This trend includes efforts to enhance legal protection, clarify regulations, and adapt the law to technological advancements and changing consumer behavior in the digital era.

#### Authors' Declaration

Author Contribution

: All of author participated in this article based on their contribution. First and second authors have drafted the research findings while third and fourth authors both analyzed in a discussion pattern as well as conclude the whole results.

<sup>&</sup>lt;sup>18</sup> N. Azriel, R. Apriani, and H. Singadimedja, 'Upaya Perlindungan Hukum Bagi Kurir Paket Dalam Transaksi E-Commerce Menggunakan Sistem Cod (Cash On Delivery', *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial*, 10.11 (2023), pp. 5264-5269,.

<sup>&</sup>lt;sup>19</sup> G.E. Pardede and F. Sujanto, 'Urgensi Penyeragaman Kebijakan Cod Pada Marketplace Indonesia Demi Mewujudkan Perlindungan Hukum', *Journal of Economic and Business Law Review*, 2.2 (2022), pp. 73-89 ,.

<sup>&</sup>lt;sup>20</sup> Pardede and Sujanto, 'Urgensi Penyeragaman Kebijakan Cod Pada Marketplace Indonesia Demi Mewujudkan Perlindungan Hukum'.

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