

ABSTRACT

Santyo Widayatmo: **IMPLICATIONS OF THE IMPLEMENTATION OF LAW NUMBER 8 OF 1999 CONCERNING CONSUMER PROTECTION OF STUDENTS' RIGHTS AT PRIVATE UNIVERSITIES**, under the guidance of Prof. Dr. Ade Saptomo, SH. MA as Promoter and Dr. Rineke Sara, SH. MH. as Co-Promoter.

Private universities have a high level of competitiveness in carrying out education, students as consumers will of course choose private universities that provide excellent service, both in terms of tuition fees, existing infrastructure, competence of lecturers, college accreditation, response of campus employees to student. These are only some of the various factors that prospective students and parents of prospective students consider when determining which university they will choose. The formulation of the problem discussed is about the implications of implementing Law Number 8 of 1999 concerning Consumer Protection on student rights in providing education at private universities, the effectiveness of implementing Law Number 8 of 1999 concerning Consumer Protection on student rights in the implementation of education in private universities, and the obstacles experienced by private universities in implementing Law Number 8 of 1999 concerning Consumer Protection regarding student rights in the provision of education in private universities and solving the problem. The research method is normative juridical and empirical with descriptive analysis. There are 3 legal theories used in this research, namely the Rule of Law Theory, tlegal protection theory, and legal effectiveness theory. The results of this research show that in reality it is often found that the services received by students are not in line with expectations, several problems arise, including fees not being listed in the brochure, the qualifications and quality of lecturers are not appropriate, infrastructure is inadequate and many other problems occur. With a high level of competition, prospective students as consumers are increasingly critical, aware of their rights as consumers, making private universities immediately make improvements in various areas. If not, the college will soon lose its students and prospective students, this means a real threat to the college. it could put the college in danger of closing. This will not happen if private universities always maintain their quality so that students and prospective students are not abandoned.

Keywords: Students Rights, Consumer Protection