



To cite this article: Yasir Iswanto (2023). THE EFFECT OF TAX COUNSELING AND SERVICES ON INDIVIDUAL TAXPAYER COMPLIANCE IN INDONESIA, International Journal of Research in Commerce and Management Studies (IJRCMS) 5 (4): 01-19 Article No. 215 Sub Id 394

THE EFFECT OF TAX COUNSELING AND SERVICES ON INDIVIDUAL TAXPAYER COMPLIANCE IN INDONESIA

Yasir Iswanto

Institut Pemerintahan Dalam Negeri, School of Post Graduate, Doctoral Program
Jalan Mapera Raya No. 1, Jakarta Indonesia

DOI: <https://doi.org/10.38193/IJRCMS.2023.5401>

ABSTRACT

This study aims to analyze the impact of tax counseling and services on the compliance of individual taxpayers in Indonesia. Taxes are the primary source of government revenue, and taxpayer compliance plays a vital role in maintaining the country's economic stability. However, the level of taxpayer compliance in Indonesia remains an issue that needs addressing. The research methodology adopts a quantitative approach, gathering primary data through a survey using a questionnaire administered to individual taxpayers. The study sample was taken from various regions across Indonesia. The collected data were analyzed using statistical techniques such as regression analysis. The findings of this study indicate that tax counseling significantly influences the compliance of individual taxpayers in Indonesia. Effective counseling can enhance taxpayers' understanding of their tax obligations and the benefits of tax payments, thereby increasing their awareness and compliance. Furthermore, tax services also have a positive impact on taxpayer compliance. Good and responsive service from tax authorities can facilitate taxpayers in fulfilling their tax obligations. This research makes a significant contribution to the understanding of factors influencing the compliance of individual taxpayers in Indonesia. The findings of this study can serve as a basis for improving the effectiveness of tax counseling and services to increase taxpayer compliance. It is hoped that the appropriate application of strategies in tax counseling and services can result in an improvement in the compliance level of taxpayers in Indonesia, which in turn will positively impact state revenue and economic development.

KEYWORDS: Counseling, Taxation, Compliance, Tax Payer,

1. INTRODUCTION

1.1 Research Background

The Preamble of the 1945 Constitution, in its fourth paragraph, states the following: "Then, to form a Government of the State of Indonesia that protects all the Indonesian people and all of Indonesia's blood and to advance public welfare, enlighten the life of the nation, and participate in implementing



a world order based on independence, eternal peace, and social justice". Before the third amendment of the 1945 Constitution, concerning taxation, it was stipulated in Article 23, paragraph 2: "All Taxes for state needs are based on Law". Extracted from the explanation of the two functions of taxes, namely the budgetary and regulatory functions (Safri Nurmantu, in Bustamar Ayza 2017: 70-72), in which among others to regulate (regulatory function): is intended among others to adjust to various interests and developments; This development can be in the social, political, security, especially in the economic field which includes various business developments; for example, related to tax relaxations, reliefs (tax allowance), tax exemptions (tax holiday), determination/change of rates, and so on, which are certainly based on laws accompanied by all implementing regulations (as a legal basis) in accordance with their hierarchy (Government Regulation, Presidential Regulation, Ministerial Regulation, Regulation of the Director General of Taxes, and so on). In the implementation mandated by the 1945 Constitution, we then recognize two categories of laws in the field of taxation, namely: Formal Tax Law, and Material Tax Law.

Based on the formal tax law and the material tax law mentioned above, the government, Ministry of Finance, Directorate General of Taxes, can issue various regulations concerning procedures and its implementation (explanation/elaboration) in managing taxation so that it can run well, correctly, and smoothly, so that what is expected, namely fulfilling state revenue from the tax sector can be carried out/achieved as set out in the state budget. Observing the state budget, it appears that each year state revenues are very dominated by the tax sector, (tax revenue); It reads that the tax sector increased from IDR 1,472.7 (trillion) in 2017 to IDR 1,618.1 for 2018, or an increase of 9.9% and IDR 1,786.4 for 2019, an increase of 10.4% and IDR 1,865.7 for 2020, an increase of 4.4%. The 2019 state budget figures show that the role of taxes in state revenue has reached 82.5 %, (note: 17.5 % from non-tax state revenue, and 0.00000185% from grants); For the 2020 state budget figures, it is recorded at 83.5% from taxes, (16.4% from non-tax state revenue, and 0.02% from grants); For the 2021 state budget figures, it is 82.9% from taxes, (17.1% from non-tax state revenue and 0.05% from grants); and this role can be expected to continue and be relied upon as various development interests increase. Therefore, it is clear how important the meaning of taxation is for the state.

There is an interesting aspect to discuss further, concerning the counseling and services provided/carried out by the Directorate General of Taxes to increase compliance and tax awareness, arouse and cultivate active participation of Taxpayers in the field of taxation which is certainly its duties that must be sought and determined using what method and/or how the right strategy. (Effective and efficient, appropriate, on target). To get an accurate answer to this question, the writer is interested in conducting further research on the influence of counseling and services on the compliance and awareness of Individual Income Taxpayers in carrying out their tax obligations. The results of the research are expected to at least be used as additional input for the Government (Directorate General



of Taxes) in an effort to increase the number of Registered Taxpayers and efforts to increase compliance; through various relevant and appropriate policies and development, and what policy should be used which may constitute a concept, or model, or theory? related to "excellent" counseling and services in the field of taxation which in itself will be included in it are communication, illumination, explanations, which is certainly very important in the general/joint task of the Directorate General of Taxes, which is to provide counseling and services to the public about the importance of taxation for a country, explaining the importance of citizens' awareness in the field of taxation, rights and obligations, and a clearer understanding of various procedures, thus it is expected that gradually what is called a tax-aware society in this country can truly be realized and in turn development in all fields (physical development -infrastructure- and mental spiritual - human resources) can run more orderly and smoothly so that what this nation aspires to, namely the formation of a just and prosperous society can be realized soon.

Observing the background of the problems that have been put forward at the beginning of the writing, that basically the funds collected from taxes, which means they come from the community/Taxpayers, are the main ones in financing the administration of the state government; although the law mandates that tax is the contribution of Taxpayers to the state that "can be enforced", but contributions carried out with voluntary compliance, with "tax awareness", are certainly the main things; for that, communicating the meaning and important significance of taxation as best as possible is a necessity, and among the things that can be done that are apparent is through counseling and service (taxation). So far, the Directorate General of Taxes has carried out various counseling and service activities in such a way, and according to the existing data the Directorate General of Taxes has set a compliance level at a target of 80%. As has been mentioned in the background of the problem, especially on page 13 where it is detailed that the realization of formal corporate taxpayer compliance only reached 65.28%. Meanwhile, individual income tax compliance (WPOP) for employees and non-employees were 73.2% and 75.31% respectively; and further in the identification of the problems above it appears that there are several things that can be studied further for each of these problems, however, not all of them will be examined on this occasion. This research will only be limited to the Influence of Tax Counseling and Services on Compliance of Individual Income Taxpayers; The limitation on Individuals is because as has been mentioned on page 16, it is based on the thought that the Number of Individual Income Taxpayers is far greater (16.85 million) compared to the Number of Corporate Income Taxpayers (1.47 million), and that Corporate Income Taxpayers (organizations, businesses, associations, etc.) are all certainly under the control of individuals or Individuals.

1.2 Research Hypotheses

1. The extent of the influence of counseling on the tax compliance of Personal Income Tax (PPh) taxpayers is determined by education, innovation dissemination, facilitation, consultation,

supervision (edfication).

2. The extent of the influence of services on the tax compliance of Personal Income Tax (PPh) taxpayers is determined by timeliness, accuracy, politeness/courtesy, convenience, variation of models, comfort.
3. The extent of the influence of counseling and services together on the tax compliance of individuals is determined by education, innovation dissemination, facilitation, consultation, supervision (edfication), timeliness, accuracy, politeness/courtesy, convenience, variation of models, comfort.

2. THEORETICAL FRAMEWORK

2.1 Previous Research

- A. Johaness Herbert Tene, Jullie J. Sondakh, & Jessy D.L. Warongan. 2017. The Influence of Taxpayer Understanding, Tax Awareness, Tax Penalties and Tax Service on Tax Compliance (Empirical Study on Individual Taxpayers Registered at KPP Pratama Manado). The results of this research were published in the EMBA Journal, ISSN 2303-1174, Vol.5 No.2 June 2017, pp. 443 – 453. From a series of research discussions using a quantitative research approach, the following conclusions were obtained: 1) Taxpayer understanding has a significant effect on tax compliance at KPP Pratama Manado. This shows that the higher the understanding of taxpayers, the higher the tax compliance; 2) Tax awareness has a significant effect on tax compliance at KPP Pratama Manado. This indicates that the higher the tax awareness, the higher the tax compliance; 3) Tax sanctions have a significant effect on tax compliance at KPP Pratama Manado. This indicates that the higher the tax sanctions, the higher the tax compliance; 4) Tax service does not have a significant effect on tax compliance at KPP Pratama Manado.
- B. Sri Putri Tita Mutia. 2014. The Influence of Tax Sanctions, Tax Awareness, Tax Service, and Level of Understanding on Personal Taxpayer Compliance (Empirical Study on Personal Taxpayers Registered at KPP Pratama Padang). The research results were compiled to meet one of the requirements for obtaining a Master's degree from the Accounting Study Program, Faculty of Economics, State University of Padang. From a series of research discussions using a quantitative research approach, the following conclusions were obtained: 1) There is a significant and positive influence of tax sanctions on Taxpayer Compliance. The more stringent the tax sanctions, the higher the taxpayer compliance will be; 2) There is a significant and positive influence of tax awareness on taxpayer compliance. The higher the tax awareness of taxpayers, the higher the taxpayer compliance will be; 3) There is a significant and positive influence of tax service on taxpayer compliance. The better and higher quality the tax service, the higher the taxpayer compliance will be; 4) There is a significant and positive effect of the level of understanding on taxpayer compliance. The higher the level of understanding of taxpayers, the higher the taxpayer compliance will be.



- C. Kadek Juniati Putri, Putu Ery Setiawan. 2017. The Influence of Awareness, Knowledge and Understanding of Taxation, Quality of Service and Tax Sanctions on Taxpayer Compliance. The results of this study were published in the e-journal of Accounting, Udayana University ISSN: 2302-8556, Vol.18.2. February (2017): 1112-1140. The conclusion from a series of research discussions using a quantitative research approach is that taxpayer awareness, knowledge and understanding of tax regulations, quality of service and tax sanctions have a positive impact on taxpayer compliance. The higher the level of taxpayer awareness and knowledge and understanding of tax regulations, and the better the quality level of tax services, supported by the implementation of strict legal sanctions at KPP Pratama Denpasar Timur, the level of taxpayer compliance will also increase.
- D. Alif Faruqi Febri Yanto, Rida Perwita Sari. 2022. The Influence of Tax Outreach and Tax Sanctions on Taxpayer Compliance at KPP Pratama Surabaya Mulyorejo. The results of this study were published in the Reliable Accounting Journal e-ISSN 2807-1158, p-ISSN 2808-0807, Vol.1 No. 2. The conclusion from a series of research discussions using a quantitative research approach is as follows: 1) Tax Outreach Influences Taxpayer Compliance; 2) Tax Sanctions Influence Taxpayer Compliance. Tax outreach and tax sanctions conducted by tax officials can increase taxpayer compliance. Taxpayers will feel confident about the importance of paying taxes if regular outreach is conducted and will realize the impact if they do not pay or report taxes correctly, such as the sanctions imposed on taxpayers.
- E. Tuti Wulandari. 2015. The Influence of Tax Socialization, Tax Knowledge, and Service Quality on Taxpayer Compliance with Taxpayer Awareness as an Intervening Variable (Study at the Primary Tax Service Office Pekanbaru Senapelan). The results of this study were published in the JOM FEKON Journal Vol. 2 No. 2. The conclusion from a series of research discussions using a quantitative research approach is as follows: 1) Tax socialization affects taxpayer awareness; 2) Tax knowledge affects taxpayer awareness; 3) Service quality affects taxpayer awareness; 4) Tax socialization affects taxpayer compliance; 5) Tax knowledge affects taxpayer compliance; 6) Service Quality does not affect taxpayer compliance; 7) Taxpayer awareness affects taxpayer compliance; 8) Taxpayer awareness cannot be used as an intervening variable for tax socialization towards taxpayer compliance; 9) Taxpayer awareness cannot be used as an intervening variable for tax knowledge towards taxpayer compliance; 10) Taxpayer awareness can be used as an intervening variable for service quality towards taxpayer compliance.
- F. Nuraisah, Andi Nurwanah, Rosmawati. 2020. The Influence of Awareness, Counseling, Service, and Tax Sanctions on Individual Taxpayer Compliance (North Makassar Primary Tax Service Office). The results of this study were published in the CESJ Journal: Center of Economic Student Journal, Vol.3 No.3. Considering a series of discussions on research results using a quantitative research approach, the following conclusions were obtained: 1) Taxpayer awareness has a positive and significant effect on taxpayer compliance. The higher the taxpayer awareness, the higher the



taxpayer compliance will be; 2) Tax outreach / socialization has a positive and significant effect on taxpayer compliance. The higher / more frequent tax outreach / socialization conducted by the KPP, the higher the taxpayer compliance will be; 3) Tax service has a positive and significant effect on taxpayer compliance. The higher / better the tax service provided by the KPP, the higher the taxpayer compliance will be; 4) Tax sanctions have a positive and significant effect on taxpayer compliance. The higher the tax sanctions, the higher the taxpayer compliance will be.

2.2 Literature Review

A. Theory of Government

Taliziduhu Ndraha (2011:7), in his book *Kybernology (New Government Science)*, proposed the following: "Various literature on Government Science has recorded several definitions of Government Science. Some of these definitions are based on the basic assumption that Government Science is an integral part of Political Science. Some other definitions are normative. From the basic assumption above, for now, Government Science can be defined as the science that studies how to fulfill and protect the needs and demands of each person for public services and civil services, in government relations, (so it can be accepted) when needed by the person concerned". E. Koswara Kertapraja in his lecture handout *Government Reform Theory* (2014: 6), proposed that the definition of Government Science is: "An independent science that conducts studies on how the government of a state is structured and functioned, both Internally and Externally, both Centralistically, and Decentralistically in an effort to achieve state goals".

Sadu Wasistiono (2015: 3), in his lecture handout *Research Methodology of Government*, gave the following notes:

- a. Government phenomena are indications of the existence of government. These phenomena can take various forms. In relation to the philosophy of science, the government phenomena observed in the science of government need to be linked with the formal object of the relevant science.
- b. The formal object of government science: is the "relationship between the state and its people in terms of authority and public service to achieve the welfare of the people".
- c. In other words, the phenomena observed in the science of government are phenomena related to authority, public service, and the welfare of the people in government bodies or officials.

B. Communication Theory

According to Littlejohn, S. W., & Foss, K. A. (2010), "Communication theory is one of the theories or a combination of collective thought obtained from a unified source focusing on the topic of communication processes." Deddy Mulyana in his book titled *Communication: An Introduction* (2008: 3), wrote: "...What is the function of communication for humans? ... Experts have been more proficient in discussing "How to communicate" rather than "Why we communicate". Next, he



stated the following: (2008: 5) "...Four functions of communication based on the framework proposed by William I. Gordon., ... namely social communication, expressive communication, ritual communication, and instrumental communication, are not mutually exclusive. The function of a communication event seems not entirely independent, but also related to other functions, even though there is a dominant function".

- a. First function: Social Communication; (2008: 6). The function of communication as social communication at least signals that communication is important for building our self-concept, ... Through communication, we collaborate with community members (family, study group, college, neighborhood association, village city, and the country as a whole) to achieve common goals.
- b. Second function: Expressive Communication; (2008: 24). Closely related to social communication is expressive communication which can be done either alone or in a group. Expressive communication is not automatically intended to influence others, but can be done as long as the communication becomes an instrument for conveying our feelings (emotions).
- c. Third function: Ritual Communication; (2008: 27). Closely related to expressive communication is ritual communication, which is usually done collectively.
- d. Fourth function: Instrumental Communication; (2008: 33). Instrumental communication has several general goals: to inform, to teach, to encourage, to change attitudes and beliefs, and to change behavior or instigate action, and also to entertain. If summarized, all these goals can be called persuasive. Communication that serves to inform or explain contains persuasive content in the sense that the speaker wants his listeners to believe that the facts or information he conveys are accurate and worth knowing.

C. Extension Theory

Totok Mardikanto in his inaugural speech as a professor at Sebelas Maret University titled 'Development Extension Science as the Basis for Accelerating People's Economy for Poverty Alleviation based on Regional Potentials' (2007: 3) stated the following: "It is an undeniable fact that the term 'extension' which in Indonesia was originally only used in the scope of agricultural activities, is now used in almost all sectors of activity, such as: Family planning extension, legal extension, tax extension, transmigration extension, cooperative extension, small industry extension, etc. He then stated: Unlike the lay understanding which interprets extension merely as the dissemination of information or enlightenment, Mardikanto (2003) records the evolution of the understanding of extension as: activities of information dissemination, enlightenment, behavioral change, educational process, social engineering, social marketing, social change, facilitation, assistance, empowerment, and community strengthening. Based on these terms, extension is then defined as: The process of social, economic and political change to empower and strengthen community capabilities through a participatory learning process so that behavioral changes occur



in all parties (individuals, groups, institutions) involved in the development process, in order to achieve a more empowered and increasingly prosperous life independently, participatory and sustainable.

D. Service Theory

According to the Indonesian dictionary, service, from the root word 'layan' means to serve, to assist and everything necessary; to respond to an invitation. According to KBBI, service is an effort to help prepare or take care of what others need. According to Kotler (2002:83), the definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in any ownership. According to Moenir, (1992: 16) in his book, namely public service management in Indonesia, he says that service is a process of fulfilling needs through the direct activities of others. According to Brata: (2003: 9) A service is formed due to a process of providing certain services from the service provider to the served party. According to Sampara, in Sinambela (2011: 5) service is an activity that occurs in direct interaction between a person and another person or machine physically, and provides customer satisfaction.

E. Tax Counseling

The intended counseling (tax) is in the sense of comprehensive counseling, (counseling Outside the Office, as well as counseling Within the Office Scope). Counseling is certainly something that must be carried out by tax officials. Perhaps that's why in the organizational structure of the Directorate General of Taxes there is a Directorate of Counseling, Service and Public Relations; however, it does not mean that counseling can only and should be carried out by the said Directorate, but it is actually the obligation of every tax official (in any unit position) to be able to provide counseling to the public by "slipping it in" at every opportunity, therefore the culture of cooperation and togetherness of each official becomes very important, and (must really be ingrained). Regarding the importance of this togetherness culture, we can observe the following note; There are "10 Characteristics of a Company With a Strong Culture" presented by Stephen R. Robin, three of which are as follows: (Stephen R. Robin, in Djameluddin Ancok, Hand-Out lecture "Organizational Culture", 1997)

- a. Member Identity: The degree to which employees identify with the organization as a whole, not a particular division.
- b. Unit Integration: The degree to which units within the organization are encouraged to operate in a coordinated or interdependent manner.
- c. Open-system Focus: The degree to which the organization monitors and responds to changes in the external environment.

Edy Sutrisno (2013:26) in his book "Organizational Culture" translates it as follows: a. Member identity, that is the identity of members in the organization as a whole, compared to identities in



workgroups or in their respective professional fields. b. Unit Integration, that is how far units within the organization are conditioned to operate together. c. Open system focus, that is how much the organization's supervision and responses to changing the external environment.

Here it appears there is a meaning that basically working is not appropriate if it's only divided into compartments (job description) but it must also be a "Team"; meaning each personnel must be able to work in a team. So there is a core unity of action from each individual, from each division/section, between parts, between directorates to be able to work together with full awareness for the interests of the entire organization, including a compact response to the influence of the external environment, which will also be apparent among the regulations issued by the Window Tax Directorate

F. Tax Collection System

Reaffirming the legal provisions related to taxation as mandated in the 1945 Constitution is as follows: (Article 23A): "Taxes and other compulsory levies for state purposes are regulated by law". Among the laws referred to are:

- a. Law No. 6 of 1983 as last amended and supplemented by Law No. 28 of 2007 concerning General Provisions and Tax Procedures; This law, can also be referred to as the Law on General Provisions and Tax Procedures (UU-KUP),
- b. Law No. 7 of 1983 as last amended and supplemented by Law No. 36 of 2008 concerning the Income Tax Law.
- c. Law No. 8 of 1983 as last amended and supplemented by Law No. 42 of 2009 concerning the Value Added Tax Law and Luxury Goods Sales Tax.
- d. Law No. 12 of 1985 as last amended and supplemented by Law No. 12 of 1994 concerning the Land and Building Tax Law.
- e. Law No. 13 of 1985 concerning the Stamp Duty Law.
- f. Law No. 28 of 2009 concerning Regional Taxes and Levies. g) Law No. 14 of 2002 concerning the Tax Court.

It can and should be known that the tax collection system in accordance with applicable law is a Self Assessment system (Law No. 6 of 1983 as last amended and supplemented by Law No. 28 of 2007, about General Provisions and Tax Procedures - KUP) where the Taxpayer determines their own amount of tax payable in accordance with tax law provisions. In this method, tax collection/payment activities are entrusted to the activities of the Taxpayer community itself, where the Taxpayer is trusted to: (considerations of explanation of the UU-KUP):

- a. Calculate their own tax payable;
- b. Calculate their own tax payable;
- c. Pay their own amount of tax that should be paid;
- d. Report their own amount of tax payable.

3. METHODOLOGY

3.1 Research Design

As depicted in the Framework of Thinking, this research will use a quantitative research method; Khasan Effendy in his book "Combining Quantitative and Qualitative Methods" (2010: 90), writes as follows: "Quantitative research is research that makes theory as a framework for the overall research". Therefore, from the literature study, a framework of thought is composed using related cause and effect variables, which affect and are affected, obtained through qualitative survey results transformed into quantitative data which is then processed statistically. The phenomenon raised in this study relates to research related to tax counseling and tax services in this country (Indonesia) that has been running and its correlation with taxpayer compliance and awareness of individual taxpayers.

3.2 Research Object and Location

The research object is the Taxpayer community in Indonesia in relation to their compliance level in carrying out tax obligations, in relation to the implementation of tax counseling and services; which will then be positioned as 'population'. The research points to 'Indonesia', but this research is intended to be carried out through specific studies in a region or a particular location; for that reason, here is the basis for consideration to determine where and how the location is determined and chosen, which can be assessed as the most representative location for conducting this research; it is intended that the research will be carried out with studies through taxpayers at the Tax Court in Jakarta. Furthermore, observing the provisions of the applicable law, it is clear that every taxpayer has the same obligations and rights in the field of taxation, meaning that it does not distinguish in age, gender, education, personal character, regionalism, etc., and certainly also does not distinguish the origin of the tax office (KPP, Kanwil, Province) wherever; this certainly implies that all taxpayers (as a population) can be assessed as homogeneous, and thus 'statistically' have the same probability (chance) to be chosen, whoever the taxpayer is and wherever its location and region, to express opinions and perceptions concerning taxation, and certainly including therein is regarding tax counseling and services ever obtained at and from the Directorate General of Taxes.

As a concept for measuring the relationship between the variables to be examined, the research design can be illustrated as follows:

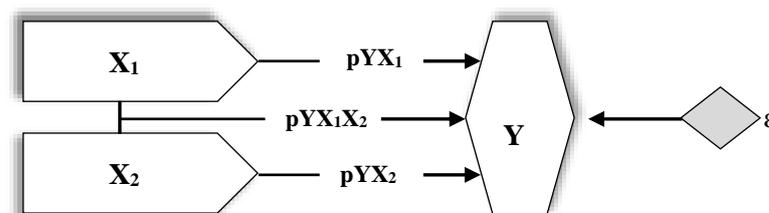


Figure 1: Research Design



The design of measurement that becomes a model of measuring the influence of independent variables on the dependent variable can be explained as follows:

1. X_1 is the independent variable for Tax Counselling, which is positioned as the causal variable.
2. X_2 is the independent variable for Tax Service, which is also positioned as the causal variable.
3. Y is the dependent variable for the level of Tax Compliance of the community/taxpayers, which is positioned as the consequential variable (consequence).
4. pYX_1 is the structural parameter that forms the model for measuring the influence of X_1 on Y .
5. pYX_2 is the structural parameter that forms the model for measuring the influence of X_2 on Y .
6. pYX_1X_2 is the structural parameter that forms the model for measuring the influence of X_1 and X_2 together on Y .
7. ϵ (epsilon) is other factors that also influence Y but are not included in the research. However, even though it is not included in the research, from the result of the statistical measurement of the determination coefficient (r^2), the contribution of epsilon to Y can be known, and it can be used as a value for prediction.

3.3 Population and Sample

The population in this research is basically all relevant taxpayer communities, namely Personal Income Tax taxpayers who have met subjective and objective requirements, and have been registered at the Directorate General of Taxes Administration as mandatory Indonesia; According to existing data, the number of registered taxpayers is 16,850,000 people (vide, p.13, 16). As previously stated (vide p. 125), they are the taxpayers who are present and are in the Tax Court (coming from various regions in Indonesia), in connection with the 'trial invitation' which of course has already been a 'random sampling' that is gathered/selected by itself (chosen) by its presence in the Tax Court; the number of those attending the trial ranged from 50 taxpayers (respondents) each day to sit on each predetermined panel.

3.4 Data Sources

Various field data sought and collected in this research include:

- a. Primary Data; namely data obtained from: Data generated from observations, questionnaire answers based on appropriate indicators which are made into questions/statements and have been stipulated in the form of qualitative data directly transformed into quantitative data with a Likert scale. The Likert scale questionnaire is realized in 8 question/item statements on the Tax Counseling variable, 9 question/item statements on the Tax Service variable, and 8 question/item statements on the Tax Compliance variable.



- b. Secondary Data; namely data that among other things covers its relationship with libraries, various literatures, responsible writings, and published writings relevant to research needs and objectives; collect, study, cite, process concepts and theories related to the interests and alignment of research variable constructs.

3.5 Measuring Tools / Analysis Data

As previously stated, the variables in this study are:

1. Tax Counselling; and
2. Tax Service; as independent variables, and
3. Compliance, as a dependent variable.

These are then broken down to include the dimensions of active action, and readiness in a passive position, both Outside the Office and within the Office Scope, as a study of independent variables, and on the dimension of the level of tax compliance as a study of the dependent variable, which is then elaborated in the supporting/determining indicators.

To determine/measure the extent to which tax education and services have been adequately implemented, in accordance with their dimensions and indicators, it will be measured based on certain criteria through a questionnaire using a Likert scale in 5 (five) gradations.

In the statistical analysis, relevant formulas will be used, principally to answer the following things:

1. Absolute frequency,
2. Relative frequency,
3. Cumulative frequency,
4. Mean, mode, and median; as well as
5. Standard deviation and variance.

In the descriptive (statistical) measurement, the central tendency and dispersion will be measured.

The number of classes will use the Sturges method with the formula:

$$K = 1 + 3.31 \log n$$

K = number of classes

n = total number of observations in the data

Sedangkan interval kelas adalah

$$i = \frac{R}{K}$$

R = Highest value - lowest value

The determination of the average value will use the following formula:

$$x = \frac{1}{n} \sum_{i=1}^k x_i f_i$$

where:

- n = Total Observations or $\sum_{i=1}^k f_i$
- x = the midpoint of the class interval
- f = class frequency
- k = numbers of classes
- I = summation index

The determination of the Mode will use the following formula :

$$Mo = BA - C \frac{S_2}{S_2 + S_1}$$

where

Mo = Mode

BA = Upper class limit of the mode class

C = Class interval

S1 = The difference in frequency of the mode class with its front class

S2 = The difference in frequency of the mode class with its behind class

The determination of the Median will use the following formula :

$$Md = B + \frac{\frac{n}{2} - f}{f_m - f}$$

where :

B = Lower class edge of the interval where the median is located

n = Total value of observation Xi

f = Cumulative frequency corresponding to B

f_m = Cumulative frequency corresponding to the upper class edge of the interval where the median is calculated

i = size of the class interval

The determination of Dispersions (Standard Deviation and Variance) is as follows:

$$s^2 = \frac{1}{n-1} \sum_{i=1}^k (x_i - \bar{x})^2 f_i$$

$$s = \sqrt{s^2}$$

where

x_i = the midpoint of each class

f_i = total frequency



k = number of classes

The research will continue with Inferential analysis (Regression formula); therefore, we add in our figure the unobserved variable eY or epsilon (ϵ). Mathematically, this analysis can be written as :

$$Y = a + b_1X_1 + b_2X_2 + b_3eY$$

where

Y = Dependent variable

X = Independent variable

eY = Unobserved variable (residual variable) -----(ϵ).

a,b = Regression coefficients

In the application of this regression formula, we will use SPSS, which is commonly used and is currently evolving.

4. FINDING AND CONCLUSION

4.1 Analysis of the Influence of Tax Counseling on Tax Compliance

Looking at the Data Description of the Tax Counseling Variable, in the score range between 16 (minimum value) and 40 (maximum value), the Mean appears to be 33.85, the Median 34 and the Mode 32. This implies that tax counseling activities exert a significant influence (close to the maximum number, 40) on taxpayers' understanding of tax matters and the importance of taxation. It further enables them to recognize and become aware of their tax obligations and rights, consequently expected to evoke and/or enhance their compliance. Next, considering the size of the Tax Counseling Variable Frequency Distribution figures, and visualized in the form of Data Distribution Variable Graph (X1), it seems that 83 out of 100 respondents, or 83%, responded above the average numbers (mean, median, and mode), aligning with the preceding paragraph, it can reasonably be expected and believed that tax counseling indeed has a positive effect on tax compliance.

Further, to confirm whether there is an influence, and if so, how significant it is, see the following details (vide pp. 176-179); Based on the results of the tests conducted on the tax counseling variable (X1) and the tax compliance variable (Y), the influence generated appears positive, or it can be said that variable X1 significantly impacts variable Y; from the t-test results, it is known that the calculated t-value is 3.735 and the significance value is 0.000 less than 0.05. This suggests that the tax counseling variable (X1) partially and significantly influences the tax compliance variable (Y) positively.

In the Correlation and Determination Test of Counseling and Compliance Variables, the calculated correlation coefficient R between Variable (X1) and Variable (Y) appears to be 0.353, which is positive between (-1 and +1), and the determination coefficient R Square is 0.125 or 12.5% of the



influence of the independent variable (X1) on the dependent variable (Y). Thus, based on the applied statistical analysis, it can be stated that the magnitude of the effect of tax counseling on tax compliance is largely determined by five indicators consisting of education, innovation dissemination, facilitation, consultation, and supervision. As a stimulus, increasing tax compliance by actualizing these five tax counseling indicators is achieved by maximizing the communicated taxation knowledge, manners and attitudes, clarity level explained, cooperation with other institutions/parties, manners and attitudes, clarity of answers, friendliness, and guidance provided (social, technical).

4.2 Analysis of the Effect of Tax Services on Tax Compliance

Considering the data description of the Tax Service variable, with a score range between 21 (minimum value) and 45 (maximum value), it appears to show a mean of 38.13, median of 38, and mode of 36. This suggests that in terms of service, there is a very significant satisfaction level (close to the max score of 45), and it can be estimated and expected that this will positively influence taxpayer compliance.

Furthermore, observing the Frequency Distribution number of the Tax Service Variable (Table 4.29) and visualized in the form of Variable Data Distribution Graph (X2), it is evident that 86 out of 100 respondents, or 86%, gave responses above the average (mean, median, and mode). Thus, it is in line with the above paragraph, expected and can be believed that tax services indeed have a positive impact on tax compliance. Comparing the number of counseling and service variables above, it is clear that tax services have a larger effect on taxpayer compliance, which is 86%, higher than the influence of counseling at 83%.

Further based on the results of the study through tests that have been conducted on the tax service variable (X2) with the tax compliance variable (Y), the impact created appears positive or it can be said that variable X2 significantly influences variable Y. From the t-test results, it is known that the calculated t value is 13.055 and the significance value is 0.000 less than 0.05, it can be concluded that the tax service variable (X2) partially affects the tax compliance variable (Y).

Thus, based on the application of the statistical analysis carried out, it can be stated that the influence of tax services on tax compliance is determined by six indicators which consist of timeliness, accuracy, politeness/friendliness, ease, model variation, and comfort. As a stimulus, an increase in tax compliance achieved by actualizing these six tax service indicators is carried out by maximizing regulations on deposit facilities, regulations on providing reporting facilities, Mobile Tax Unit, piloting of public service malls (MPP), piloting tax kiosks, politeness, consultation and guidance, accuracy of settlement, and the comfort of the service room.



4.3 Analysis of the Effect of Tax Counseling and Tax Services on Tax Compliance

Considering the data description of the Tax Compliance Variable, within a score range between 21 (minimum value) and 40 (maximum value), it seems to indicate numbers with a mean of 34.52, median of 35, and mode of 35. This suggests there is a strong influence from counseling and service on the level of compliance (close to the maximum score of 40). Next, examining the Frequency Distribution number of the Tax Compliance Variable (Table 4.31) and visualized in the Variable Data Distribution Graph (Y), it appears that 90 out of 100 respondents, or 90%, gave responses above the average (mean, median, and mode), thus harmonizing with the above paragraph to show that tax counseling and services indeed have a significant influence on tax compliance.

In the F-test results, the calculation indicates that the counseling variable (X1) and service variable (X2) have an F calculated value of 99.889 and a significance value of 0.000 smaller than the probability value of 0.05. Therefore, it can be stated that the variables (X1) and (X2) significantly affect variable (Y) simultaneously.

Based on the statistical measurement results of the Regression Equation, it is known that tax counseling and tax service variables positively and significantly affect tax compliance; the multiple regression equation measurement indicates that the influence of tax services on tax compliance is greater than the influence of tax counseling on tax compliance, namely (X1 $Y = 0.398 < X2 Y = 0.556$).

This research result is quite logical and can be accepted, because tax service officers should provide ease to the taxpayer community and be diligent in carrying out all duty obligations properly, correctly, and on time; several examples include: the Ministry of Finance Regulation No. 147/PMK.03/2017; and the Tax Director General Regulation Number PER-02/PJ/2018.

The NPWP List: Business Location Certificate (SKTU), or Business Domicile Certificate (SKDU), can be replaced with a Statement Letter on Business Activities; PKP Affirmation, must be completed in 1 working day; and General explanations regarding NPWP/PKP/SPT/Objections, etc., must be thoroughly finished immediately. (Tax Circle at Tel.1500 200). Therefore, in addition to every tax officer already being able to complete all their technical and/or administrative tasks according to their job description, they also must be communicatively ready at the appropriate time to disseminate correct information about taxes to the general public and be prepared to answer and explain any tax-related questions both actively and passively.

This study appears to provide the following results/findings:



1. Counseling and Services, either partially or together, have been proven to have a positive influence on the Tax Compliance of Individual Taxpayers (WPOP), in calculating, accounting, and reporting all their income tax (Self Assessment) through the Annual PPh SPT;
2. In line with the research flow, it appears that the influence of Counseling and Service on Tax Compliance, in indicators (theory) that are transformed according to specifications in the field of taxation, on related items, the Determination Coefficient is 0.125 or indicates a weight of 12.5% for Counseling, and 0.635 or indicates a weight of 63.5% for Service;
3. In the measurement of multiple regression equations, it appears that the influence of tax counseling contributes a number below tax services to tax compliance, namely ($X_1 Y = 0.398 < X_2 Y = 0.556$); d) Therefore, future efforts to increase compliance of individual taxpayers who have only reached

Based on the description and analysis of the research results, the following conclusions are obtained: The influence of tax education on tax compliance, which reaches 12.5 percent, is determined by the communicated tax knowledge, courtesy, level of clarity explained, cooperation with other institutions/parties, friendliness, and the directions provided (social, technical). The influence formed by these tax education indicators shows that between tax education and tax compliance, a meaningful causality relationship mechanism is established, implying that if tax education is increased or improved, it is followed by an increase in tax compliance.

The influence of tax service on tax compliance, which reaches 63.5 percent, is determined by the rules on ease of payment, rules on ease of reporting, Mobile Tax Units, piloting of public service malls (MPP), piloting of tax kiosks, courtesy, consultation and guidance, timing of completion, and service room comfort. The influence formed by these tax service indicators shows that between tax service and tax compliance, a meaningful causality relationship mechanism is established, suggesting that if tax service is improved or increased, it is followed by an increase in tax compliance.

There is a positive and significant influence between tax education and tax service together on tax compliance. The contribution of the influence of tax service (0.556) is greater than the contribution of the influence of tax education (0.398) on tax compliance. However, it can be stated that tax education and tax service are determining factors in individual tax compliance and awareness

5. RECOMMENDATION

Based on the conclusions obtained from the study, the following recommendation can be made:

1. There is a need to develop a concept of tax education to improve individual tax compliance and awareness. This concept should be actualized by maximizing the communicated tax knowledge, courtesy, level of clarity in explanations, cooperation with other institutions/parties, and the directions provided (social, technical).



2. A tax service concept should be developed to increase individual tax compliance and awareness. This should involve maximizing rules about providing ease of payment, rules about reporting ease, Mobile Tax Units, piloting of public service malls (MPP), piloting of tax kiosks, courtesy, consultation and guidance, timing of completion, and service room comfort.
3. Given that the contribution of tax service influence is greater than the contribution of tax education, priority should be placed on improving tax education in the form of knowledge, skill, and attitude changes in the community, business world, officials, as well as government and non-government institutions, to encourage understanding, awareness, care, and contribution in carrying out tax obligations.
4. Immediate steps should be taken to develop new, more effective techniques or methods to achieve the tax compliance level target of individual taxpayers with an integrated and persuasive counseling and service model. This includes long-term, extensive education incorporating the subject of "tax knowledge" in the curriculum from secondary to higher education levels.

REFERENCES

- [1] Ayza, Bustamar. 2017. Hukum Pajak Indonesia. Kencana. Depok.
- [2] Tene, Johannes Herbert, Jullie J. Sondakh, dan Jessy D.L. Warongan. 2017. Pengaruh Pemahaman Wajib Pajak, Kesadaran Wajib Pajak Dan Pelayanan Fiskus Terhadap Kepatuhan Wajib Pajak. *Jurnal EMBA*. Vol 5 No. 2.
- [3] Mutia, S. P. T. (2014). Pengaruh sanksi perpajakan, kesadaran perpajakan, pelayanan fiskus, dan tingkat pemahaman terhadap kepatuhan wajib pajak orang pribadi (studi empiris pada wajib pajak orang pribadi yang terdaftar di KPP Pratama Padang). *Jurnal Akuntansi*, 2(1).
- [4] Putri, K. J., & Setiawan, P. E. (2017). Pengaruh Kesadaran, pengetahuan dan pemahaman perpajakan, kualitas pelayanan dan sanksi perpajakan terhadap kepatuhan wajib pajak. *E-Jurnal Akuntansi Universitas Udayana*, 18(2), 1112-1140.
- [5] Yanto, A. F. F. Y., & Sari, R. P. (2022). Pengaruh Penyuluhan Wajib Pajak dan Sanksi Perpajakan Terhadap Kepatuhan Wajib Pajak Pada KPP Pratama Surabaya Mulyorejo. *Realible Accounting Journal*, 1(2), 1-7.
- [6] Wulandari, T., & Ilham, E. (2015). Pengaruh Sosialisasi Perpajakan, Pengetahuan Perpajakan, Dan Kualitas Pelayanan Terhadap Kepatuhan Wajib Pajak Dengan Kesadaran Wajib Pajak Sebagai Variabel Intervening (Studi Pada Kantor Pelayanan Pajak Pratama Pekanbaru Senapelan). *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Ekonomi*, 2(2), 1-15.
- [7] Nuraisah, N., Nurwanah, A., & Rosmawati, R. (2020). PENGARUH KESADARAN, PENYULUHAN, PELAYANAN DAN SANKSI PERPAJAKAN TERHADAP KEPATUHAN WAJIB PAJAK ORANG PRIBADI (Kantor Pelayanan Pajak Pratama Makassar Utara). *CESJ: Center Of Economic Students Journal*, 3(3).
- [8] Ndraha, T. (2011). *Kybernology (Ilmu Pemerintahan Baru)* 2. Jakarta: Rineka Cipta.



- [9] Wasistiono, S., & Simangunsong, F. (2015). Metodologi Ilmu Pemerintahan.
- [10] Littlejohn, S. W., & Foss, K. A. (2010). *Theories of human communication*. Waveland press.
- [11] Mardikanto, T. (2011). Pengantar Ilmu Pertanian.
- [12] Kotler, P. (2002). *Marketing places*. Simon and Schuster.
- [13] Sutrisno, E. (2013). Budaya Organisasi Cetakan ketiga Edisi Pertama. *Jakarta: Kencana*.
- [14] Effendy, K. (2010). Memadukan Metode Kuantitatif dan Kualitatif. *Bandung: Indra Prahasta*.