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## Role Of 0% PPnBM Incentive Policy as Moderating Taxpayer Perceptions and Subjective Norms on Taxpayer Awareness

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### **Abstract:**

*This study aims to place the PPnBM 0% incentive policy as a moderating variable on the perception of taxpayers and subjective norms on taxpayer awareness. The 0% PPnBM incentive policy came into effect in 2020 as an effort to help taxpayers keep paying taxes. The results showed that there was a significant effect between the perception of taxpayers and the 0% PPnBM incentive policy on taxpayer awareness, while subjective norms had no effect on taxpayer awareness. However, the 0% PPnBM incentive policy cannot strengthen the influence on taxpayer perceptions and subjective norms on taxpayer awareness.*

**Keywords:** Taxpayer perception, subjective norm, taxpayer awareness, PPnBM incentive policy 0%

### **1. Introduction**

Since its presence in 2019, the Covid-19 pandemic has disrupted the world's economic order. Many sectors have been forced to close or restrict activities due to efforts to prevent the transmission of this epidemic by implementing large-scale restrictions, including Indonesia. The Indonesian government for the past two years has imposed restrictions on activities twice as an effort to tackle the Covid-19 pandemic. The health quarantine policy, social distancing, greatly affects economic growth so that the unemployment rate is high and most employees have to be willing to take a pay cut as a form of the company's efforts to survive in the midst of a difficult situation. This condition also causes state tax revenues to also decline.

Taxes as a source of state income used to improve the welfare of the Indonesian people have decreased. Taxes are used in the context of carrying out national development. Over the past three years, state tax revenues have fluctuated. In 2019 it was 1,955,136, in 2020 it decreased to 1,698,648, and in 2021 it increased by 1,742,745 (Puspasari, 2021). Taxpayers who have positive awareness and perception of taxes can increase state tax revenues. The government has also made various efforts so that taxpayers can fulfill their obligations, one of which is implementing a 0% PPnBM incentive policy. The policy will take effect in April 2021 (Puspasari, 2021).

Previous research that examines the perception of taxpayers, subjective norms, awareness of taxpayers, and 0% PPnBM incentive policies have been carried out. Taxpayer awareness is influenced by subjective norms. Dharmawan & Adi (2021) and Al-Zaqeba & Al-Rashdan (2020) research resulting in the influence of subjective norms on taxpayer awareness. A person's level of awareness of taxpayers is influenced by positive tax perceptions (Irawati & Sari, 2019). Moreover, Fatah & Octaviani (2021) and Triandani & Apollo (2020) results that tax perception has a significant effect on taxpayer awareness. In addition, the government implemented a 0% PPnBM incentive policy as a form of raising public awareness to pay taxes. Safrina et al., (2018) mention that incentive policies can worsen state tax revenues. However, according to Riningsih (2021) resulted in an increase in the level of sales after the implementation of the 0% PPnBM incentive policy.

In this study, the researcher examines the awareness of taxpayers as the dependent variable and the 0% PPnBM incentive policy as a moderating variable on taxpayer perceptions and subjective norms. The research objective is to place a 0% PPnBM incentive policy on the effect of taxpayer perceptions and subjective norms on taxpayer awareness. The novelty of this research lies in the awareness of taxpayers as the dependent variable and the selection of the 0% PPnBM incentive policy as the moderating variable. The focus of the research is to find out the 0% PPnBM incentive policy between the effect on taxpayer perceptions and subjective norms on taxpayer awareness.

### **2. Methods**

This type of research is quantitative. Quantitative research aims to examine the population or sample. This type of quantitative research is useful for measuring the level of success in the influence of the independent variable on the dependent variable on the intervening variable. The independent variables in the study consist of subjective norms and perceptions of taxpayers. The dependent variable is the awareness of the taxpayer. Moderating variable selected PPnBM incentive policy 0%

The procedure of this research is done by distributing questionnaires. Questionnaires were distributed using google forms. After being distributed, the data were collected and analyzed and then presented as a research report. Collecting research data obtained from primary data sources. Primary data obtained from survey results through questionnaires. The questionnaire research instrument was selected and arranged based on the indicators and sub-indicators of the variables.

### 3. Result

#### 3.1. *The Effect of Taxpayer Perception on Taxpayer Awareness*

In table 2, after testing the hypothesis, the results of T statistics are 2.554 and P Values are 0.011. These results mean that there is a significant effect between the perception of taxpayers on taxpayer awareness, so that the first hypothesis can be accepted. In line with the research results, Irawati & Sari (2019) and Saadah (2021) which states that the perception of taxpayers has an influence on taxpayer awareness. Taxpayers who have a good tax perception can raise a level of awareness in themselves to pay their obligations in paying taxes.

#### 3.2. *The Influence of Subjective Norms on Taxpayer Awareness*

In table 2, after testing the hypothesis, the results of T statistics are 1.827 and P Values are 0.068. These results mean that there is no significant effect between subjective norms on taxpayer awareness, so that the second hypothesis is rejected. Differences in research results are possible because of environmental differences that can affect behavior in paying taxes. As it was said Dharmawan & Adi (2021) that subjective norms can be found from every individual who gets a reference regarding behavior that agrees or not in making tax payments.

This is different from the results of research conducted Farida et al., (2020) Dharmawan & Adi (2021) and Al-Zaqeba & Al-Rashdan (2020) which stated that subjective norms have a positive and significant effect on taxpayer awareness.

#### 3.3. *The Influence of 0% PPnBM Incentive Policy on Taxpayer Awareness*

In table 2 after testing the hypothesis, the results of T statistics are 4.179 and P Values are 0.000. These results mean that there is a significant effect between the 0% PPnBM intensive policy on taxpayer awareness, so that the third hypothesis is accepted. These results are in line with research. Riningsih (2021) with the result that there was an increase in the level of sales after the implementation of the 0% PPnBM incentive policy. The 0% PPnBM incentive policy or sales tax on luxury goods is enforced through: Minister regarding Sales Tax on Luxury Goods on the Delivery of Taxable Goods which are classified as Luxury in the form of certain Motorized Vehicles borne by the Government for the 2021 fiscal year, it will take effect in April 2021. This incentive policy is echoed by the government in order to increase public awareness so that they continue to carry out vehicle sales and purchase transactions, so the economy continues to do well. However, the application of incentive policies can also worsen the situation if it is not carefully considered because it can reduce state tax revenues (Safrina et al., 2018).

#### 3.4. *The Effect of Taxpayer Perception on Taxpayer Awareness Moderated by 0% PPnBM Incentive Policy*

In table 2 after testing the hypothesis, the results of T statistics are 1.613 and P Values are 0.107. This means that the perception of taxpayers has no effect on taxpayer awareness which is moderated by the PPnBM 0% incentive policy, so the fourth hypothesis is rejected. This is because a good tax system can affect the perception of taxpayers because it can increase taxpayer awareness. Positive perceptions related to taxation can have an effect on increasing taxpayer awareness to pay taxes. Past events can lead to negative perceptions of taxpayers, so that taxpayer awareness decreases and the 0% PPnBM incentive policy also cannot be an amplifier when taxpayers have negative perceptions. The results of this study are different from research conducted in research by Pradynana & Astakoni (2018) which prove that there is a perception effect on taxpayer awareness. Meanwhile, according to Sari (2018) study can prove that incentive policies can encourage taxpayers to be aware of their obligations to pay taxes.

#### 3.5. *The Influence of Subjective Norms towards Taxpayer Awareness Moderated 0% PPnBM Incentive Policy*

In table 2 after testing the hypothesis, the results of T statistics are 0.538 and P Values are 0.591. This means that subjective norms have no effect on taxpayer awareness which is moderated by the PPnBM 0% incentive policy, so the fifth hypothesis is rejected. Study by Riningsih (2021) stated that there was an increase in the level of sales after the implementation of the 0% PPnBM incentive policy. The implementation of the 0% PPnBM incentive policy is a step taken by the government in increasing tax revenue results during the pandemic, so that the government seeks to increase taxpayer awareness so that state tax revenues can still be fulfilled. However, subjective norms that are influenced by the environment may not be one of the important factors in increasing taxpayer awareness, so that even though the 0% PPnBM incentive policy is applied, it does not become a reinforcement of subjective norms affecting taxpayer awareness.

### 4. Conclusion and Summary

Based on the results of this study, it can be concluded that the factors that influence taxpayer awareness are the taxpayer's perception and the 0% PPnBM incentive policy. Taxpayers who are aware of the 0% PPnBM incentive policy will be more interested in paying taxes so that they can increase awareness in paying taxes and for taxpayers who have an understanding of good tax perceptions, they can increase awareness in paying taxes. The PPnBM 0% incentive policy cannot moderate subjective norms and tax perceptions in increasing taxpayer awareness.

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## Appendix

No	Characteristics	Amount	Percentage (%)
1.	Gender		
	Man	107	51.44%
	Woman	101	48.56%
2.	Amount	208	100%
	<25 Years	29	13.94%
	25-30 years	56	26.92%
	30-40 years old	70	33.65%
	<40 years old	53	25.49%
	Amount	208	100%
3.	Profession		
	Private employees	113	54.32%
	Businessman	94	45.2%
	Government employees	1	0.48%
4.	Amount	208	100%
	TIN ownership		
	Yes	201	96.65%
	Not	7	3.35%
	Amount	208	100%

Table 1

	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Z1's moderation over X1's influence -> Y	0.137	0.133	0.085	1,613	0.107
Z1's moderation over X2's influence -> Y	-0.048	-0.051	0.090	0.538	0.591
X1 -> Y	-0.226	-0.238	0.088	2,554	0.011
X2 -> Y	0.184	0.186	0.101	1,827	0.068
Z ->Y	0.319	0.322	0.076	4.179	0.000

Table 2

Source: Processed Data (2022)

	<b>Cronbach' Alpha</b>	<b>rho-A</b>	<b>Composite Reliable</b>	<b>Average Variance</b>
Z1 moderation over X1 . influence	1,000	1,000	1,000	1,000
Z1 moderation over X2 influence	1,000	1,000	1,000	1,000
X1	0.834	0.826	0.861	0.536
X2	0.784	0.766	0.841	0.518
Y	0.916	0.924	0.938	0.695
Z	0.743	0.763	0.842	0.578

Table 3

Source: Processed Data (2022)