

TAXPAYER: E-COMMERCE TAXES DO NOT AFFECT BUYING POWER

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ABSTRACT

The development of e-commerce in Indonesia is very fast, this is inseparable from the pressures of the 4.0 industrial revolution era, and also the national and global conditions that are overflowing with the Covid 19 pandemic. Along with the development of e-commerce, the government also reaffirms the imposition of taxes (PPN) on The transaction is through PMK 210/2018 and PMK 48/2020, although it is implicitly included in Law Number 36 of 2008. The problem is that the e-commerce tax will affect people's purchasing power because the goods/services being traded are included with PPN by 10%.

This study uses an interpretive approach with phenomenological methods. Researchers conducted interviews with thirteen informants, then the results of the interviews were analyzed using qualitative analysis techniques and using NVivo 12 software.

The results of this study can provide an understanding that the existence of e-commerce taxes does not affect their purchasing power in making purchases online, because it the main consideration in making e-commerce purchases for them is their need and suitability for these goods. On the other hand, with the e-commerce tax, they realize that the tax paid is an obligation that they must pay, as a form of their participation in the state in the success of the development.

Key word: Tax E-Commerce, Taxpayer, Purchasing

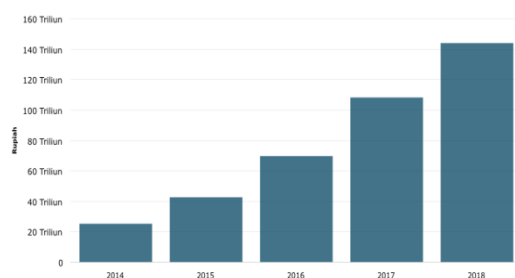
INTRODUCTION

The development of technology and information certainly has a major impact on several sectors, including the administrative, security, political, social and more specifically in the economic sector. Economic activity has changed massively from a direct sales system (read: traditional sales), where transactions occur between sellers and buyers face-to-face, either in shops, or in markets and other places. Then it turns into selling through electronic media, where the seller and buyer do not know each other, but only promote trust [1,2,3,4]. Sellers have a great market opportunity to sell their products or services because they are no

longer limited by space and time [5]. This of course also has an impact on increasing the selling value, and the potential for greater profits that can be received by the seller. Statistically, Indonesia has recorded the development of e-commerce transactions, where from 2014 to 2018 it has increased significantly. Figure 1 below is statistical data on the development of e-commerce transactions in Indonesia.

The data in Figure 1 below shows that Indonesia has a rapid development related to the use of e-commerce. This is also supported by President Joko Widodo's speech at the Indonesia Digital Economy Summit 2020 (Jakarta, 27 February 2020), which said "currently Indonesia is the

country with the largest digital economy value in Southeast Asia, with the fastest growth. Then this is what makes Indonesia a large share of goods and service transactions using e-commerce facilities.



Gambar 1. Development of E-Commerce Transactions in Indonesia (katadata.com)

The potential for the development of e-commerce that continues to increase will certainly divert the traditional sales system. This condition is supported by the Covid-19 pandemic which has not yet been completed, making buyers use online purchases more. This supports the recommendation to comply with health protocols to reduce activities outside the home, so that many people are making purchases online. The increase in the number of transactions using e-commerce is of course also followed by an increase in the amount of income for business owners. The increase in the amount of income received is also followed by tax obligations, namely paying taxes.

The imposition of taxes on e-commerce transactions both for buyers in the form of Value Added Tax (PPN) and for sellers in the form of Income Tax (PPh) is certainly not a new thing. UU Nomor 36 Tahun 2008 about Income Tax Pasal 4 paragraph (1) states that

"The object of tax is income, which is any additional economic capability received or obtained by the Taxpayer, whether from Indonesia or outside Indonesia, which can be used for consumption or to increase the wealth

of the Taxpayer concerned, under whatever name and form [6].

It is clear, however, that income received by business owners on e-commerce transactions and sales of goods and / or services is subject to PPN. So that the imposition of an online sales transaction tax is justified and is an obligation to fulfill, as well as the income received by the seller (business owner). Justification for the imposition of taxes on e-commerce transactions with the issuance of PMK 210 Tahun 2018 concerning Imposition of Taxes on Electronic Sales Transactions (e-commerce) and PMK 48 Tahun 2020 concerning Procedures for Imposing PPN on Electronic Commerce (e-commerce) [7]. This legal certainty becomes the basis for the Directorate General of Taxes (DJP) to impose taxes on buyers and force sellers (who meet the criteria) to collect taxes (PPN).

The imposition of taxes in the form of PPN for buyers will certainly cause new problems, namely the selling price will increase. The existence of PPN on the purchase of goods/services will add to the burden on the buyer, in addition to the buyer paying the selling price of the goods /services, it is also added with a tax burden that will be charged at 10%, so that the price of these goods will also be more expensive. This becomes a dilemma, for both the seller and the buyer. For the seller, they are afraid of losing the buyer (consumer) because the price of the item is higher, and for the buyer they also think long and hard about buying this item because the price is higher. This condition is a trigger for researchers to conduct this research to determine the impact of the imposition of taxes on e-commerce transactions in Sumenep Regency by using a qualitative shortening. The reason for choosing the object of research is because Sumenep Regency is in an area that is actually remote, but is densely packed

with electronic purchase of goods/services (e-commerce).

The review literature used in this study is only to guide researchers to understand the existing problems, not to serve as a tool to be tested and proven. The theories used include the concept of taxation, e-commerce, and laws and regulations regarding taxes on e-commerce transactions: PMK 210 tahun 2018 concerning e-Commerce Tax and PMK 48 tahun 2020 concerning Procedures for Imposing PPN on Electronic Commerce (e-commerce), and is supported by the results of previous research as a foothold. The details will be explained as follows.

Tax and tax collection system in Indonesian

Taxes are mandatory public contributions that are paid to the state treasury without direct reciprocity, and are used for state expenditures such as infrastructure development, public services and other public interests. The tax collection system in Indonesia consists of: (1) self-assessment system, in which taxpayers are given the flexibility to fulfill their tax obligations (starting to calculate, report and pay); (2) withholding assessment system, where the fulfillment of tax obligations is determined by a third party; and (3) official assessment system, where the fulfillment of tax obligations is determined by the tax office/ DJP [8,9,10]. More dominant, the self-assessment system used by Indonesia makes the level of tax compliance still low, and state revenue from the tax sector is also not maximized. This is what is cooled by taxpayers being given the freedom to fulfill their obligations independently, so that they have the potential to choose not to fulfill these obligations, or to fulfill them, however, with fraud.

E-Commerce

E-commerce is a transaction of buying and selling goods/services using the

internet, either in the form of imports or exports [11,12]. Another definition of e-commerce is a form of information exchange between organizations and stakeholders based on electronic media connected to the internet network. The existence of e-commerce cannot be separated from four important components, namely the existence of sellers, consumers, technology, and networks [13]. Without these components, e-commerce transactions will not occur.

PMK Nomor 210 Tahun 2018

Regulation of the Minister of Finance of the Republic of Indonesia Number 210 (PMK 210) concerning Taxation Treatment of Trade Transactions through Electronic Systems (E-Commerce) confirms the existence of Law Number 28 of 2007 concerning Income Tax Article 4 paragraph (1) letter f of income in any form. More specifically, this regulation asks merchants/service providers (articles 4, 5, and 6) and marketplace platform providers (7, 8, and 9) to collect PPN and PPnBM from buyers for electronic transactions that are payable by both types of taxes [14].

PMK Nomor 48 Tahun 2020

The main points of the PMK 48 tahun 2020 concerning procedures for appointing collectors, collecting and depositing, as well as reporting value added tax on the use of intangible taxable goods and/or taxable services from outside the customs area within the customs area through weighing trade through the system Electronic is a transaction of purchasing goods /services by e-commerce that can be subject to a value added tax (PPN) withholding which is deducted by the seller [7].

The previous research which is used as a research reference, among others, is as follows. Research by title "*The Effect of Product Design, Price and Location Toward Purchase Decision*" prove that product design (18.9%), price (25.4%), and location (18%) have an effect on

home purchase decisions at Bukit Mutiara Jaya Semarang [15]. Something similar with the title “*The Effects of Brand Image, Price, Trust and Value on Purchase Intentions*”, the results show that brand, price, and value are important components that influence consumer intention to buy, while the trust variable has no effect on purchase intention [16]. Research by title “*A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision*”, where the results show that promotion, price and brand image have a significant effect on purchase satisfaction [17]. As well as qualitative research with the title “Efektifitas Penerapan PP No. 46 Tahun 2013 bagi UMKM terhadap Tingkat Pertumbuhan Wajib Pajak dan Penerimaan Pajak Penghasilan pada KPP Pratama di Semarang”, describes that the implementation of the PMK policy has been effective as evidenced by the significant growth rate and tax revenue [18].

RESEARCH METHODS

This study uses an interpretive approach with the phenomenological method, in which the researcher wants to understand the impact of the e-commerce tax on the purchasing power of people in Sume-nep Regency. Researchers conducted in-depth interviews with thirteen informants who are active users of e-commerce, then the results of these interviews were analyzed using qualitative techniques [19] with Software Nvivo 12 [20]. The researcher tested the validity of the research data using source triangulation [21] to ensure that the data can be accounted for.

RESULTS AND DISCUSSION

The imposition of taxes on online sales transactions certainly does not only affect the seller or the buyer, but also the final consumer who will consume the goods/services. Purchasing goods with this e-commerce tax which is included in the price of goods/services makes the

price 10% more expensive, because there is a PPN charge of 10% of the selling/buying price of goods/services. The consideration of buying goods/services is certainly a problem for both the buyer and the seller. For sellers, the incidence of PPN on the price of goods/services makes them afraid of losing customers because automatically the price of goods/services will increase, as well as for buyers they also consider the price of cheaper goods/services. This problem will be discussed in detail based on the information provided by the infoman.

The decision of consumers to purchase goods is influenced by several factors, including promotion, price, and brand image [15,16,17]. The context of the imposition of price e-commerce taxes is crucial, because the purchase price will be more expensive. The following are the results of interviews with researchers with Pak KD

For me, the important thing is that the goods match, I usually buy the item right away. Don't care about prices and taxes.

Pak KD, who often performs online shopping transactions, does not have a problem with the price, even though the price of this item if included with the tax will be higher. The suitability of goods in themselves is the main thing in deciding to purchase goods. Furthermore, Pak KD said

This tax will never affect, because online purchases make it easier for us to meet our daily needs.

Pak KD's justification does not care about the price of the goods he buys because the goods purchased are daily necessities, meaning that he does not have to buy. On the other hand, service facilities in e-commerce transactions help Pak KD's activities, because with e-commerce transactions are obtained easily and do not spend a lot of time, effort, and risk of accidents if you have to make transactions

directly. This was also expressed by Bu KT

it is impossible to reduce the purchase, because I am not the type of person who thinks much about it, so definitely buy.

Pak KT, who also frequently purchases goods, never pays attention to the price or taxes that must be paid. The item to be purchased matches him, then he buys the item immediately. The factors of need and desire were the determinants for some informants to decide whether to purchase goods or not. Price and tax and other elements are the next consideration, and are often ignored when purchasing goods. The same statement was expressed by Bu NH

If it depends on my needs, if it is for education or living necessities I still buy... aaa. So there is no problem when it is a necessity.

Bu NH emphasized that the things she needed, let alone used for educational purposes without considering anything, were still purchased. For example, when Bu NH makes a laptop purchase online without thinking about taxes or not, Bu NH still buys it because it has become her necessity.

I used to buy a laptop online. because it was an urgent need, and it happened that the item matched me, I bought it ... I didn't know whether it was taxed or not.

Her experience in buying a laptop, for example Bu NH, also doesn't care whether there is a tax to be paid or not, it doesn't really matter, because the goods match her choice. Laptop purchases include items that are categorized as PPN objects, and are subject to tax at 10% of the price of the goods. As an electronic item, of course, a laptop has a fairly expensive value, for example, the price is Rp. 4,000,000, then the PPN that must be paid is Rp. 400,000, - (10% x Rp. 4,000,000). This is a large enough value, but because of the

need for daily work activities, it is neglected.

Like this, Pak IM, who has a photo frame business and accessories, is not affected by the imposition of taxes on purchase transactions made online. Because the items needed often have to be bought outside the city, so it is necessary to make purchases online. The following is Pak IM's statement.

Oh .. no, no respect at all.

I wonder how? The things I need are often not here, so I have to buy online.

Attention to the need for goods also contributes to ignoring the taxation aspects inherent in it. Perhaps this refers to the familiar investment theory we hear, "high risk, high return", then we translate "high cost, high return". Where it means that the greater the cost, of course, sacrificed to get even greater profits. This is what Pak IM has used as a reference for not reducing purchases even though there are taxes that must be paid. The next interview was also the same, Bu RN stated that

No, I will definitely buy it especially if it's what I want. I tried to buy overseas in the past. After that there is a notification in the email if you have to pay a lot, not just 10%.

The 10% PPN imposed on the purchase of goods that are tax objects, also does not reduce Bu RN to make purchases of goods online because the goods she buys are desirable items so they don't care about the price. Her experience is related to this, Bu RN once made online purchases of imported goods, however the transaction was discontinued due to the higher price. The high price of these goods cannot be separated from the existence of taxes on imported goods, PPN, and import duties that must be paid, so that the price is not only paying PPN, but there are other taxes that must also be paid. UU Perpajakan nomor 36 tahun 2008 pasal 22 and its derivatives emphasize that imported goods

are subject to PPh 22 Income Tax with varying rates according to the group of goods. This condition made Bu RN cancel her transaction to purchase the imported goods.

Likewise with Bu IT who chose to continue transacting online even though later you will be subject to a tax in the form of PPN of 10%. The following is Bu IT's statement

because I need, so it doesn't reduce my buying goods. Later maybe, minimize it or the price can be marked up.

The price of goods that are expensive with the PPN that must be paid, according to Bu IT, can also be tricked by minimizing the number of purchases of goods, or by marking up the price of goods to be resold, so that the existence of this policy is not a problem.

However, several informants stated that the presence of PMK 210 did not reduce them from buying an item. There were also informants who considered taxes when purchasing goods. This was disclosed by Pak AR "yes, of course, we usually look for the lowest price". Furthermore, Pak AR stated

Yes it depends, if the tax is even more expensive.... We shop online looking for the cheapest ... there are many choices when shopping online. Suppose we buy item A, we are looking for a large selection of shops, we are definitely looking for the cheapest. If there is a cheaper one, why should you look for a more expensive one.

It is different from what was disclosed by several previous informants that according to Pak AR, taxes are also considered in making online purchase transactions, because in buying these items Pak AR is looking for a cheaper price. One of the things that affects the price of goods is taxes, so it is not wrong if Pak AR considers this. This also agrees with Bu TN,

who stated that "it can reduce purchases if electronic goods are expensive".

The price of goods becomes a benchmark in making decisions to buy or not. Bu TN stated that if the price of an item is expensive, such as electronic goods, then automatically the tax will be large because it follows the price of the goods. In this condition, the existence of the e-commerce tax affects Bu TN not to make transactions of goods, but on the other hand, if the goods are relatively cheap, then this does not affect her purchasing power for goods that are traded online.

In this regard, here are the opinions of academics, Pak NS

Actually, with a pandemic like this, people will tend to buy online. Many have switched from conventional to online. Transactions have now changed their direction so that they are more commonly done online. I don't think it is an excuse for disobeying... that is, the tax obligation must be fulfilled as long as the requirements and compliance are met.

According to Pak NS, the imposition of taxes online, especially during the current pandemic, certainly does not affect taxpayers' buying interest. Because many people have switched from conventional purchases to online purchases, apart from being considered more practical, they also avoid interaction between communities to reduce the negative impact of the COVID-19 pandemic. In fact, according to Pak NS, online purchases are mostly done for current conditions. Furthermore, the imposition of taxes on e-commerce transactions is not an excuse for disobeying and obeying tax obligations that should be fulfilled. This is the same as conventional transactions, which are both subject to PPN of 10%, but provided that the items purchased are goods that are subject to PPN, and those who make sales are taxable businessmen (PKP). Namely entrepreneurs who are confirmed by the DJP as

PKP, are given the obligation to collect PPN on sales of goods/services made to buyers. This basis is what becomes a common reference (DJP) to continue to tax the sale of goods through e-commerce transactions. Figure 2 below is the result of data analysis using NVivo 12.

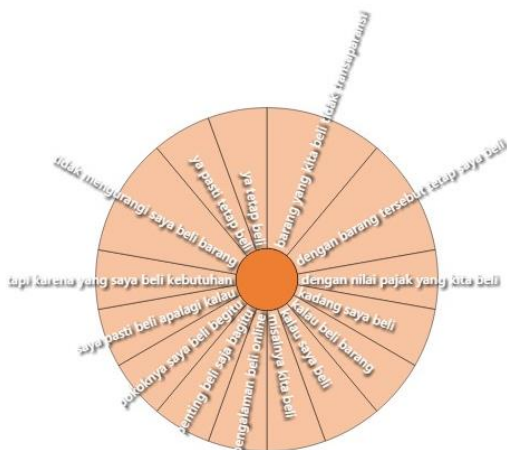


Figure 2. Result output NVivo 12

Figure 2 above shows that informants are more dominant in stating that the existence of e-commerce taxes does not reduce them to make purchases online. If we refer to [15, 16, 17] in the context of this study, price does not become dominant compared to the level of buyers' needs and wants.

Regardless of the level of their need and desire to purchase goods so that they ignore the taxes that must be paid, it turns out that the results of this study understand the other values behind the taxes paid by them on e-commerce transactions. Another value referred to is in the form of their willingness to pay taxes, as receipts for the state treasury which will later be used for public interests, such as infrastructure development, public services, etc. for the benefit of the community. The following is a statement from Bu ST, "I don't mind, I sincerely pay taxes. Because tax has become our obligation, sir, it will come back to us later".

Likewise with Pak KD's statement

I don't mind, because paying taxes is our collective obligation. The obligation as a citizen to pay taxes.

Even though e-commerce transactions are taxed, Mr. KD is aware of and does not object to this tax because it is an obligation as a citizen to pay it, so it does not affect the person concerned not to make purchases online. This is in accordance with the UU Nomor 36 tahun 2008 mandate that taxes paid by the people are used for the public interest (public investment).

This statement was also expressed by Bu VV

because we have to pay taxes. the allocation of the tax returns to us which the state uses for development, for social purposes, and others.

Bu VV realizes that taxes paid to the state are for development purposes. Physical development carried out by the state is observed by the presence of infrastructure in the form of roads, schools, colleges, hospitals, and other facilities. Meanwhile, according to Pak NS as an academic, he also revealed

The state has many duties, one of which is to run the government. In running the wheels of government, of course there will be a lot of money, and the people who receive the benefits of the country's duty in running its government are of course... eee, in principle, are obliged to provide material support to the state as an example of security. For the country to be safe, many have been appointed by the police. There are a lot of police who are appointed and maintain state security, to be able to finance state security. So the state needs materials and funds. Where does the state get funds if not from tax payments.

Pak NS's statement, at the same time provides an analogy of how important taxes are to the state. The government has many programs that must be carried out for the public interest, building infrastruc-

ture, paying employee salaries, and even state security forces that need a lot of funds. Where these funds are the majority of the tax money paid by the people to the state treasury. So that the obligation to impose e-commerce taxes is part of the support and participation of the people to the state to create prosperity, prosperity and justice for all Indonesian people.

As a result, the imposition of e-commerce taxes on taxpayers interviewed by researchers in Sumenep Regency can be understood that their online purchasing power is not influenced by the existence of these tax obligations as outlined in PMK 210 tahun 2018 and PMK 48 tahun 2020, so that the policy is realized as an obligation for taxpayers to be fulfilled. This is because as the people must participate in building the country, one of which is by paying taxes. They realize that the taxes paid will also return to them in the form of infrastructure facilities, public services, and other facilities. More than that, this research was conducted qualitatively with the phenomenological method with the conditions of value, of course it cannot be generalized in general. As for the values that exist in the object of this research, it is not necessarily found in other objects, so if research is carried out on a different object, the results may also be different. Those are the advantages and disadvantages of qualitative research.

CONCLUSION

The results of data analysis that have been discussed previously, the conclusion of this study provides an understanding that the existence of e-commerce taxes does not affect their purchasing power in making online purchases, because the main thing that is considered in making e-commerce purchases for them is their need and suitability. On the other hand, with the e-commerce tax they realize that the tax paid is an obligation that they must pay, as a form of their

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