

ANALYSIS OF FACTORS AFFECTING COMPLIANCE WITH PAYING TAX ADMINISTRATION OF UMKM IN BOALEMO DISTRICT

Muhammad Riski¹⁾, Wiliam Indra S. Mooduto²⁾, Sukrianto³⁾

¹⁾ Bina Mandiri University Gorontalo

²⁾ Bina Mandiri University Gorontalo

³⁾ Bina Mandiri University Gorontalo

E-mail: Muhammad16Riski02@gmail.com

ABSTRACT

This study aims to determine the effect of supervision on UMKM billboard tax payment compliance in Boalemo Regency, to determine the effect of tax sanctions on MSMEs billboard tax payment compliance in Boalemo Regency, and to determine the effect of knowledge on UMKM billboard tax compliance. in Boalemo Regency.

The method in this study uses a quantitative research approach with a descriptive research approach, the types and sources of data using qualitative data and quantitative data.

The results of this study are supervision of 0.122 with a significant value of 0.745 which is greater than 0.05 in other words, the hypothesis is rejected, meaning that there is a negative and partially significant effect, no positive effect between the supervision variable on the advertising tax variable. The tax penalty variable is 3.002 with a significant value of 0.003. Thus, a significant value of 0.003 is smaller than 0.05, this means that this means that the hypothesis is accepted.

In other words, there is a positive and partially significant effect between tax sanctions on Advertising Tax. The variable of taxation knowledge is 1.352 with a significant value of 0.180. a significant value of 0.180 is greater than 0.05, this means that the hypothesis is rejected, meaning that there is no negative and partially significant effect between the supervision of the advertisement tax

Keywords: Compliance; Influence; Advertising Tax; UMKM

INTRODUCTION

The increasing number of UMKM actors in Indonesia is able to increase state revenue. One of the state revenues is taxes. "Based on the Boalemo district regulation Number 2 of 2019 it is explained that it is one of the important sources of regional income to finance the implementation of local government[5].

Advertisements are taxed on the grounds that UMKM use billboards with the aim of introducing, providing information,

recommending goods or services that can be seen, placed, read, and listened

to the general public.

The imposition of a tax burden for business actors, especially UMKM actors, is not only concerned with their needs for development, but because billboards are an objective tax and the basis for imposing a billboard rental system.

The advertisement tax was chosen to be the object of research because the advertisement tax is a regional tax developed by the government of Boalemo Regency, the advertisement tax is one of the taxes that contributes to contributing sources of local revenue.

Factors that affect taxpayer compliance are: awareness factors, tax law factors, and tax officers. Boalemo Regency is a district in Gorontalo Province, Boalemo is an area that is included in economic growth in various sectors, one of which is the UMKM sector. The existence of economic growth and the UMKM sector makes advertising targets and taxes increase.

Taxpayers as many as 1,800 MSMEs billboard taxpayers. The number who do not comply in reporting and paying taxes is 850 UMKM actors and the number who complies in paying taxes is 950 UMKM actors. In 2019, the number of MSME actors in the advertisement tax was 1,618 UMKM actors, 722 UMKM actors had paid taxes and 896 UMKM actors were not aware of paying taxes. In 2020 again, there was a very significant decrease, the number of factors

MSME this year was 1,140 and those who have paid the advertisement tax are 180 UMKM business actors and who provide awareness in paying taxes are 960 UMKM. The target for achieving the advertisement tax in 2018 is Rp. 190,000,000, - and the realization that has been obtained is Rp. 155.000.000,-, the revenue target in 2019 is Rp. 172.493.310 and the realization is Rp.

146.360.000,- and in 2020 the target and realization continues to decline from the previous year, the revenue target this year is

Rp. 117,240,375 and the realization is Rp. 66,975,000.

From some of the explanations above, the cause is the supervision of taxpayers which is far from expectations due to the community or from a handful of UMKM actors or taxpayers who do not pay or are late in reporting taxpayers or annual tax returns. Therefore, the supervision carried out by the relevant agencies must be more assertive, then the level of supervision of UMKM taxpayers is not maximized because the supervision carried out by the government through the relevant agencies is not comprehensive.

In addition, the tax sanctions imposed by the Boalemo Regency Government through the income sector are assessed as still not giving a good effect on the level of taxpayer compliance. It is proven by the existence of UMKM actors who are late or even repeat the same mistakes in paying taxes. Or even the existence of UMKM actors who procrastinate in paying. Knowledge for taxpayers is still lacking, especially clearly that the average UMKM taxpayer is still minimal and does not even understand the process of paying billboard taxes due to the ineffectiveness of the socialization provided so that it has not had a big impact.

For taxpayers. For this reason, tax researchers, but the sanctions that are applied sometimes do not have a good impact on UMKM actors in Boalemo Regency. In addition to related supervision and sanctions. raised the title of research with the title Analysis of Factors Affecting Compliance with Paying UMKM Advertising Taxes in Boalemo Regency

MANAGEMENT

Management is an art that is organizing and processing of human resources and other resources efficiently and effectively in order to achieve certain goals [2]

It can be concluded that management is setting in the organization with a view of management functions in order to realize organizational goals

Management deals with various organizational activities and asset implementation. Management is closely related to various organizations and the implementation of activities is used at all levels. Therefore, management is divided into four basic functions management, namely [8]:

a. *Planning*

Planning is selecting facts and linking facts and making and using estimates or assumptions for the future by describing and formulating the activities required to achieve the desired results.

b. *Organizing*

Organizing is the determination, grouping, and arrangement of the kinds of activities needed to achieve goals, the placement of people (employees), for these activities, the provision of physical factors suitable for work purposes and the appointment of authority relationships, which is delegated to each person in connection with the implementation of each person in relation to the implementation of each expected activity.

c. *Actuating* (implementation)

Implementation is to arouse and encourage all group members so that they will and try hard to achieve goals sincerely and in harmony with the planning and organizing efforts of the leadership.

d. *Controlling* (supervision)

Supervision can be formulated as a process of determining what must be achieved, namely standards, what is being done, namely implementation, evaluating implementation, and if necessary making improvements, so that implementation is in accordance with the plan, that is, in line with standards (measures).

It can be understood that all management begins with (*planning* *Planning*). After that organizing (*Organizing*). Next, apply the function of direction which is defined in different words such as actuating and *leading*. Then the last function in management is controlling (*Controlling*)

FINANCIAL

MANAGEMENT

Financial

management is a science that discusses the analysis of how the financial manager profession manages resources by finding funds, allocating funds so that they get a profit so that the company experiences glory and the results of profit sharing are adjusted to the previously agreed agreement [1] Efforts to generate the highest profit for the company.

The function of financial management is financial management involving financial planning, analysis and control activities. Those who carry out these activities are often called financial managers.[3]

To achieve the company's wishes or goals, all spheres within the organization are required to cooperate between divisions one and other divisions, without a good cooperation between the organizational environment it will be difficult to achieve the goal. The financial management function says that financial management involves financial planning, analysis and control activities. Those who carry

out these activities are often called financial managers.

TAX

Tax is the obligation or surrender of part of the state's wealth with circumstances, actions and events using a certain position, not a relationship, in accordance with the regulations set by the government and not being forced, and there is no direct reciprocal service from the state, to maintain general welfare.

Based on the above understanding, it can be concluded that taxes are levies made by the state to the people that are coercive and do not get direct reciprocity and these contributions are used to finance all government and development activities. Tax has an important role

TAXPAYER

The Law of the Republic of Indonesia Number 16 of 2009 concerning General Provisions and Tax Procedures describes the Taxpayer as a person or entity which, according to the provisions of the tax laws and regulations, is determined to carry out tax obligations [10].

To become a registered taxpayer In general, taxpayer compliance can be divided into 2, namely:

- a. Formal compliance Formal compliance is a condition where the taxpayer fulfills his obligations formally in accordance with the provisions of the Taxation Law. predetermined schedule.
- b. Material compliance Material compliance puts more emphasis on the substance aspect, namely the amount of tax payments in accordance with the provisions. In the sense that the calculation and payment of taxes are correct [10]

REGIONAL TAXES

In the Boalemo Regulation Number 6 of 2011 Regency Regional concerning Regional Taxes and Regional Levies, it is explained that regional taxes, hereinafter referred to as tax, is a mandatory contribution to the region that is owed by an individual or entity that is coercive in nature based on the law, with no direct compensation and is used for the needs of the region for the greatest prosperity of the people.[4]

ADVERTISEMENT TAX

According to the Regent of Boalemo Regulation Number 22 of 2012 [] billboards are objects, tools, deeds, or media whose various forms and patterns are designed for commercial purposes to introduce, encourage, promote, or to attract public attention to goods, services, people or entities. , which can be seen, read, heard, felt, and/or enjoyed by the public.

In the Regent of Boalemo Regulation Number 22 of 2012 [6] concerning the Instructions for the Implementation of the Management of Advertising Tax, the objects of the advertisement tax are as follows:

- 1) Billboards/billboards/videotrons/m egatrons and the like;
- 2) Fabric billboards;
- 3) Ads attached, stickers;
- 4) flyer advertisement;
- 5) Advertising running, including on vehicles;
- 6) Air advertising;
- 7) floating billboards;
- 8) Voice advertising;
- 9) Movie/slide advertisements; and
- 10) display advertisements.

RESEARCH METHODS

approach uses a quantitative research approach. Quantitative

research methods are defined as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is / quantitative / statistical, with the aim of proposing hypotension that has been determined. [9]

Type a descriptive approach is research using this type of survey research denganpendekatan kuantitatif.Penelitian inspection or survey is conducted in doing research is usually done denganmenyebarkan questionnaire [9] To be used in this penerlitian is the quantitative and qualitative data:

a) Qualitative Data

Qualitative data is data non-numeric or non-numerical. This data usually contains an analysis of the current condition of the organization so as to assist researchers in determining the problem. Examples of qualitative data are interview data, observational data, notes from problems that have been encountered, and others.

b) Quantitative

Data Data in the form of numbers or numbers that can change in value and are varied. In the object of research, quantitative data can be obtained from processing the results of the questionnaire in the form of numbers and used for analysis. Using primary data obtained directly from the object of research by distributing questionnaires to MSME actors in Boalem Regency. Secondary data was obtained from the study of documents, laws, regional regulations, regent regulations and journals related to research.

The population according to Sugiyono is a generalization area consisting of objects or subjects that have certain qualities and characteristics.

Based on the sample calculation using Slovin's theory, the total sample obtained was 92 respondents. Then using *proportional random sampling* in every community in Boalemo Regency to determine the number of samples that are still used in this study.

RESEARCH RESULT

A. Validity

Table 1. Validity

Variable	Indicator	Validity		
		correlatio n r	Limit Value	Ket
X1 Monitoring	X1.1	0,418	0,270	Valid
	X1.2	0,455	0,270	Invalid
	X1.4	0,392	0,270	Valid
	X1.6	0,169	0,270	Valid
X2 Tax Penalties	X2.4	0,125	0,270	Valid
X3 Knowledge of Taxation	X3.1	0,368	0,270	Valid
	X3.2	0,368	0,270	Valid
	X3.3	0,345	0,270	Valid
	X3.4	0,368	0,270	Valid
Y Advertising Tax	Y3	0,282	0,270	Valid

Data source: Results of SPSS data processing 2021

On instruments that have ar $value_{calculated}$ below 0.270, the instrument is an invalid instrument, namely several statements or items (X1.3, X1.6) so that these variables cannot be used anymore.

Instruments that have ar $value_{calculated}$ of less than 0.270 (X2. 1, X2.2, X2.3) are invalid instruments so that these variables cannot be used anymore. Instruments that have an $r-value_{count}$ of less than 0.270 (Y1,Y2, Y3,Y4) are invalid instruments.

B. Normality Test

The normality test aims to test whether in the regression model the dependent variable and the independent variable both have a normal distribution or not. In this

study, the normality test was tested using the Non Probability Plot method and the Kolmogorov Smimov test so that the results were more reliable.

Normality testing is carried out with the following stages:

- a. Determination of the hypothesis
H0: dependent variable data normally distributed 54 H1: dependent variable data not normally distributed
- a. Determination of the level of significance
- b. The level of confidence that will be used in this study is 95% or the level of significance (alpha) is 5%
- c. Determination Test Statistics In this study using the Non Probability Plot method
- d. Determination of Test Criteria By using the Non Probability Plot, it is said to be normal if it follows a diagonal line
- e. Conclusion In regression testing, the main requirement that must be met is that the data must be normally distributed. Normality testing can also be identified by the Normal Probability Plot method.

The results of the Normal Probability Plot for the normality test of the decision-making criteria are If the test results have a significance level > 0.05 , it means that the data on the variables are normally distributed. Conversely, if the test results have a significance level of < 0.05 , it means that the data on the variables are not normally distributed. The following are the results of the normality test for data

C. Multicollinearity test results

Table 3. Multicollinearity Test Results

	Unstandardized Residual
N	92
Normal	Mean .0000000

Parameters (a,b)	Std. Deviation	2.9643148 8
Most Extreme Difference	Absolute	.076
	Positive	.064
	Negative	-.076
	Kolmogorov-Smirnov Z	.727
	Asymp. Sig. (2-tailed)	.666

Source of data: Results of SPSS 2021 data processing

Based on the test results above, the Kolmogorov-Smirnov Z value is 0.727 with the asymp value. Sig. (2-tailed) or a probability of 0.666 which is above 0.05 as required. Thus it can be concluded that the data in this study normal distribution inilai perhitungan Results

Table 4. reliability test results

Variable	Cronbach's Alpha	Value Standards	Ket
1 Oversight	0.728	0.60	Reliable
2 Sanctions Taxation	0.359	0.60	Reliable
3 Taxation Knowledge	0.636	0.60	reliable
4 Advertising tax	0.180	0.60	Reliable

Data source: The results of SPSS 2021

Tolerance data processing show that there is no independent variable that has this Tolerance value greater than > 0.10

which means that there is no multicollinearity. there is no independent variable i which has the value $iVIF < 10$. So, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

D. Multiple Regression

Based on the equation, it shows that there is a constant that has a positive value of 15.346. This means that Coworker Support and Professional Ethics have a positive effect on Advertising Tax.

The regression coefficient for the Supervision variable (X_1) has a positive

value of $t_1 = 0.122$ and the value of sig. of 0.745 is greater than 0.05 so that it can be interpreted that, there is a significant negative effect between the advertisement tax. So if the control variable (X_1) has a coefficient of 0.122 means that if the advertisement tax increased by 1%, supervision by 12.2% when other independent variables remain unchanged or constant.

The regression coefficient for the variable Sam (X_2) has a positive value of $t_2 = 0.369$ and the value of sig. of 0.003 is smaller than 0.05 so that it can be interpreted that there is a significant positive effect between tax sanctions and advertisement tax. So if the Tax Sanctions variable (X_2) has a coefficient of 0.369, it means that the tax sanctions increase by 1%, it will increase by 36.9% when the other independent variables do not change or are constant.

The regression coefficient for the tax knowledge variable (X_3) has a positive value of $t_3 = 0.134$ and the value of sig. 180 is greater than 0.05 so it can be interpreted that there is a significant positive effect between tax sanctions and advertisement tax. So if the tax knowledge variable (X_3) has a mean coefficient of 0.134 increased 1% tax penalty then Pmgetahuan perpajak will increase by 13.4% when other independent variables remain unchanged or constant

E. Hypothesis Results pengujian

1. Test t (Test t Parsial)

After Complying with the classical assumption test, it follows that the regression model used in this research is correct, and furthermore, it will be tested whether there is a partial effect on variables independent of supervision, tax sanctions, and knowledge of taxation. The results of the test using iSPSS 14 are as follows:

The partial test (t test) aims to determine whether the independent variable or independent variable is

supervision (X_1), tax sanctions (X_2) and (X_3) partial tax knowledge (alone).) has an effect on the dependent variable or the dependent variable, namely proof of advertisement tax (Y). Under the supervision variable (X_1) has a significant value of 0.122 with 0.745. nilai significantly by 0745 greater than 0.05 this means, the hypothesis is rejected means that there is a negative and significant effect partially no positive influence between variable control (X_1) to advertising tax variable (Y).

Based on the variable of taxation sanctions (X_2) is 3,002 with a significant value of 0,003. Thus, a significant value of 0.003 is smaller than 0.05, this means that this means, the hypothesis is accepted in other words, there is a positive and partially significant effect between tax sanctions (X_2) Advertising Tax (Y).

Based on the variable knowledge of taxation (X_3) as much as 1,352 with a significant value of 0.180. a significant value of 0.180 is greater than 0.05, this means that the hypothesis is rejected, meaning that there is no negative and partially significant effect between the supervision (X_3) and the advertisement tax (Y).

2. Simultaneous Test (Test f)

Simultaneous test (Test f) is to see whether the independent variables, namely the type of supervision (X_1) and sanctions (X_2), knowledge of taxation (X_3), together have a positive and negative effect. significant on the dependent variable, namely advertisement tax (Y).

The results of the simultaneous test ANOVA test (F test), showed an F value of 3.250 at a significance level of 0.26, so it can be concluded that supervision (X_1), tax sanctions (X_2), tax knowledge (X_3) together or simultaneously have a positive effect and advertisement tax (Y)

3. Coefficient of Determination Test (R^2)

The coefficient of determination aims to measure how far the ability of the model can explain the variation of the dependent variable. The results of the Coefficient of Determination Test can be seen in the following table

4. Determination Test Results It

Coefficient can be seen that the contribution of the variable IX (Supervision, Tax Sanctions, and tax knowledge) to changes in the value of the advertisement tax variable (Y). high Adjusted R Square R Square value of 0.100 means that 10 % of the variance of Audit Evidence Collection that can be explained by the Type of Client and Type of Communication. While 90% is explained by other factors not observed by the researcher.

DISCUSSION

a. Against the Effects of Supervision of Paying Advertising Tax Compliance on UMKM

hepotesis Based on test results according to the results of the t test (Test Parsia) The variable control (X_1) has a significant value of 0.122 with 0.745. nilai significantly by 0745 greater than 0.05 this means, the hypothesis is rejected meaning that there is a negative and significant effect partially no positive influence between variable control (X_1) of the advertisement tax variable (Y).

supervision is divided into internal supervision, external supervision, official supervision, and consumer supervision. Based on direct supervision such as policy, motivation, administration, information, relief from tax sanctions. From direct supervision, it turns out that there are administrative improvements, it is proven that there are still many advertisement tax actors

who do not understand that the administrative process is part of the supervision. Apart from this, there is still improvement in providing information on supervision for UMKM billboard tax actors, as evidenced by the fact that there are still many billboard taxpayers who have not updated the latest tariff rates.

b. The Effect of Tax Sanctions on Compliance with UMKM Advertising Taxes in Boalemo Regency.

Based on the results of the partial test (t test), the variable of tax sanctions (X_2) is 3.002 with a significant value of 0.003. Thus the significant value of 0.003 is smaller than 0.05. This means, the hypothesis is accepted in other words there is a positive and partially significant effect between tax sanctions (X_2) Advertising Tax (Y). this is in line with paying advertising tax.

According to the Boalemo Regency Regional Regulation Number 2 of 2019 concerning Regional Taxes and Regional Levies, it explains that tax sanctions, especially advertisement taxes are divided into 2 sanctions, namely criminal sanctions and administrative sanctions. In administrative sanctions, there are fines that have not been maximized, as evidenced by the existence of billboard taxpayers who are still not bored and even reject the existence of sanctions in the form of fines for those who violate.

c. The Effect of Knowledge on Compliance Taxes on umkm Advertising Taxes in Boalemo Regency

Based on the variable knowledge of taxation (X_3 with Paying) as much as 1,352 with a significant value of 0.180. a significant value of 0.180 is greater than 0.05, this means that the hypothesis is

rejected, meaning that there is no negative and partially significant effect between supervision (X_3) on.

CONCLUSION

Based on the results of research and related discussions, it can be concluded as follows:

- a. Based on the control variable (X_1) has 0.122 with a significant value of 0.745. significant value for 0745 is greater than 0.05 this means, the hypothesis is rejected means that there is a negative and significant effect partially, there is a positive influence between variable control (X_1) of the advertisement tax variable (Y).
- b. Based on the tax sanctions variable (X_2) of 3.002 with a significant value of 0.003. Thus, a significant value of 0.003 is smaller than 0.05, this means that this means that the hypothesis is accepted in other words, there is a positive and partially significant effect between tax sanctions (X_2) Advertising Tax (Y).

REFERENCES

- [1] Fahmi, Irham 2018. *Introduction to Financial Management*, Bandung: Alfabeta.
- [2] Hasibuan, Malay. 2016. *Human Resource Management*. Revised Edition. Jakarta: Publisher PT Bumi Aksara.
- [3] Husnan and Pudjiastuti. 2012. *Fundamentals of Financial Management*. First Printing Sixth Edition. Yogyakarta: UPP STIM YPKN. Taxpayer Awareness, Quality of Corporate Financial Services, And Perceptions About Tax Sanctions on Taxpayers Advertisements of Denpasar City
- [4] Boalemo Regency Regional Regulation Number 6 Year 2011 Concerning *Regional Taxes and Regional Levies*.
- [5] Boalemo Regency Regional Regulation Number 2 of 2019 concerning *Regional Taxes and Regional Levies*.
- [6] Regulation of the Regent of Boalemo Number 22 of 2012 concerning Instructions for the Implementation of the Management of Advertising Tax which is the object of the advertisement tax
- [7] Siahaan, Marihot P. 2013. *Regional Taxes and Regional Levies*. PT Raja Grafindo Persada, Jakarta
- [8] Sukarna. 2011. *Fundamentals of Management*. Bandung: Forward Mandar.
- [9] Sugiyono. 2018. *Research Methods Quantitative, Qualitative, and R & D*. Bandung: Alfabeta
- [10] Law of the Republic of Indonesia Number 16 of 2009 concerning General Provisions and Tax Procedures