Journal of Social Research

E-ISSN: 2828-335x
Vol. 5, No. 10, September 2026, pp. 5159-5172
DOI: 10.55324/josr.v5i10.3433
Journal of Social Research

The Effects of Tax Awareness Campaigns, Taxpayer Knowledge, Tax Rates, and Tax Penalties on Taxpayer Compliance (A Case Study at the Jakarta Pratama Tax Office)

Rubiatto Biettant*, Licke Bieattant, Cia Ajeng Anjelisdya
Universitas Trisakti, Indonesia
Email: rubiatto@trisakti.ac.id*

Keywords:
tax outreach; taxpayer knowledge; tax rates; and tax penalties; taxpayer compliance.

This is an open access article under the CC BY-SA license.

Copyright © 2026 by Author. Published by International Journal Labs

ABSTRACT

Taxes play a crucial role as one of the primary sources of revenue in Indonesia's state budget structure. Through tax contributions, the public directly participates in supporting national development and economic stability. This study aimed to examine the effects of tax awareness campaigns, taxpayer knowledge, tax rates, and tax penalties on taxpayer compliance. The independent variables in this study were tax awareness campaigns, taxpayer knowledge, tax rates, and tax penalties, while the dependent variable was taxpayer compliance. This study employed primary data collected through questionnaires distributed to taxpayers. A total of 100 questionnaires were distributed to taxpayers within the jurisdiction of the Jakarta Tanjung Priok Primary Tax Office. The sampling method used in this study was convenience sampling. Data were analyzed using multiple linear regression analysis. The results indicated that tax awareness campaigns, taxpayer knowledge, tax rates, and tax penalties had positive effects on taxpayer compliance. Based on the data analysis and discussion, several conclusions were drawn from this study.

INTRODUCTION

Taxes play a crucial role as one of the primary sources of revenue in Indonesia's state budget structure (Hapsari & Putra, 2025; Joselin et al., 2024; Sukarno, 2024; Yossinomita & Hodijah, 2024). Through tax contributions, the public directly participates in supporting national development and economic stability (Ajeigbe et al., 2024; Challoumis, 2024; Fjeldstad, 2014). Legally, tax collection is carried out compulsorily based on applicable regulations, without any direct compensation or reciprocal benefit provided by the state to taxpayers.

Despite serving as the largest contributor to state revenue, the realization of tax revenue in Indonesia has historically often fallen short of the targets established by the government (Hamilton-Hart & Schulze, 2016; Nasution, 2017; Sukarno, 2024). This tax shortfall phenomenon is empirically reflected in the Annual Report of the Directorate General of Taxes (DGT) for the 2020–2024 period.

Table 1. Tax Revenue Realization

Year	Tax Revenue Realization (Rp Trillion)	Growth (%)
2020	1.072,11	-25,23
2021	1.278,63	19,26
2022	1.716,77	34,27
2023	1.867,87	8,80
2024	1.932,40	3,46

Source: Ministry of Finance of the Republic of Indonesia, Financial Memorandum and State Budget 2025;

Based on this data, Indonesia's tax revenue showed an increasing trend over the past five years. In 2020, tax revenue decreased to IDR 1,072.11 trillion due to the economic slowdown during the COVID-19 pandemic. Along with economic recovery, tax revenue increased to IDR 1,278.63 trillion in 2021 and reached IDR 1,716.77 trillion in 2022. The increase continued in 2023 to IDR 1,867.87 trillion and rose again to IDR 1,932.40 trillion in 2024, although the growth rate was more moderate than in previous years. This condition indicates improvements in taxpayer compliance, economic recovery, and the optimization of tax administration implemented by the government. In the 2025 State Budget, the government targeted tax revenue of IDR 2,189.31 trillion, representing growth of 13.27% compared with the previous year. This target reflected the government's expectation of improved taxpayer compliance, stronger economic growth, and fiscal policies supporting increased state revenue (Challoumis, 2024).

Taxpayer compliance remains a challenge in efforts to optimize tax revenue in Indonesia (Burhamzah & Macenning, 2026; Damayanti et al., 2024; Hidayat & Inayati, 2025; Permatasari et al., 2025; Ratnah et al., 2026; Zahrah et al., 2024; Zaki & Sari, 2025). The level of compliance is influenced by various factors, including tax awareness campaigns, taxpayer knowledge, tax rates, and tax penalties. Tax awareness campaigns conducted by tax authorities play an important role in increasing taxpayers' understanding and awareness of the importance of fulfilling tax obligations. Research by Astuti and Maryono (2024) showed that tax awareness campaigns significantly affected taxpayer compliance. Continuous tax education activities can improve taxpayers' understanding of tax rights, obligations, and regulations, thereby encouraging higher compliance.

Limited taxpayer knowledge may cause taxpayers to lack understanding of their tax rights, obligations, and procedures, resulting in lower awareness of fulfilling tax responsibilities. Research by Rohman et al. (2025) showed that tax knowledge had a positive and significant effect on individual taxpayer compliance. The higher taxpayers' understanding of tax regulations, the higher their level of compliance in fulfilling tax obligations.

In addition, taxpayers' perceptions of tax rates may influence taxpayer compliance. Research by Fairuz, Ferina, and Amin (2025) demonstrated that tax rates affected taxpayer compliance. Tax rates perceived as fair and aligned with taxpayers' economic capacity may increase willingness to fulfill tax obligations. Furthermore, Rohman et al. (2025) found that tax penalties had a positive and significant effect on individual taxpayer compliance. The implementation of appropriate tax penalties can encourage taxpayers to fulfill their tax obligations in accordance with applicable regulations.

Referring to data from the Tanjung Priok Primary Tax Service Office, the number of individual taxpayers (Wajib Pajak Orang Pribadi [WP OP]) continued to increase annually; however, compliance with Annual Tax Return (Surat Pemberitahuan Tahunan [SPT]) reporting obligations showed a declining trend. The number of individual taxpayers increased from 203,570 in 2020 to 241,411 in 2024. However, the number of taxpayers reporting annual tax returns experienced only slight changes and tended to decrease, from 55,961 taxpayers in 2020 to 53,356 taxpayers in 2024. In percentage terms, taxpayer compliance with annual tax return reporting obligations decreased from 27.50% in 2020 to 22.10% in 2024.

The decline in individual taxpayer compliance with annual tax return reporting obligations from 2020 to 2024, although relatively gradual, indicates persistent compliance challenges. Non-compliance may be caused by limited taxpayer knowledge, insufficient tax education, and inadequate understanding of taxation procedures. A lack of tax understanding can negatively affect taxpayer compliance, which subsequently influences state revenue from the taxation sector. Therefore, continuous efforts to improve taxpayer understanding are necessary to support the achievement of tax revenue targets.

A higher level of understanding and knowledge of tax regulations may reduce violations of tax obligations. Ultimately, improved tax knowledge can contribute to higher taxpayer compliance and encourage more consistent tax payment behavior.

Based on this phenomenon, low taxpayer compliance is suspected to be influenced by the effectiveness and intensity of tax awareness campaigns conducted by tax authorities, taxpayers' knowledge of taxation, taxpayers' perceptions of applicable tax rates, and the implementation of tax penalties for non-compliant taxpayers. Therefore, this study was conducted to analyze the effects of these four variables on taxpayer compliance. This research examined tax awareness campaigns, taxpayer knowledge, tax rates, tax penalties, and taxpayer compliance. The objective of this study was to analyze the effects of tax awareness campaigns, taxpayer knowledge, tax rates, and tax penalties on taxpayer compliance.

METHOD

Research Design

This study employed a causal research design to examine the effects of independent variables on taxpayer compliance. Primary data were collected through questionnaires distributed to individual taxpayers registered at the Tanjung Priok Jakarta Tax Service Office. The sample was selected using purposive sampling, consisting of 100 respondents who met the predetermined criteria. The inclusion criteria required respondents to be individual taxpayers registered as active taxpayers, have previously submitted an Annual Tax Return (Surat Pemberitahuan Tahunan [SPT]), and be willing to complete the questionnaire.

Data Analysis Methods

Prior to hypothesis testing, this study first conducted instrument validity and reliability tests (Ghozali, 2021) to ensure the questionnaire was suitable as a measurement tool. Hypothesis testing was then carried out using a multiple linear regression analysis model to determine the influence of Tax Socialization, Tax Knowledge, Tax Rates, and Tax Sanctions on Taxpayer Compliance, using the following regression equation model:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e$$

RESULTS AND DISCUSSION

Descriptive Statistical Analysis Test

Descriptive statistics are used to provide an overview of the characteristics of research data based on the minimum, maximum, mean, and standard deviation values of each research variable. The following is a descriptive statistical analysis obtained:

Table 2. Descriptive Statistics (X1)

	N	Minimum	Maximum	Mean	Std. Deviation
X1_P1	100	2	5	4.53	.611
X1_P2	100	1	5	4.48	.703
X1_P3	100	2	5	4.42	.638
X1_P4	100	1	5	4.40	.739
X1_P5	100	1	5	3.96	1.004
Valid N (listwise)	100				

Source: SPSS 26 Data Processing Results

Based on the table above, the statement of the variable Tax Socialization (X1), the lowest mean value is from the statement "Socialization is carried out in several media" getting a value of 3.96

Table 3. Descriptive Statistics (X2)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2_P1	100	1	5	3.78	1.088
X2_P2	100	3	5	4.47	.521
X2_P3	100	3	5	4.46	.540
X2_P4	100	1	5	4.30	.916
X2_P5	100	1	5	4.24	.900
X2_P6	100	1	5	4.29	.756
X2_P7	100	2	5	4.30	.718
X2_P8	100	2	5	4.23	.750
X2_P9	100	1	5	4.14	.888
X2_P10	100	2	5	3.95	.833
Valid N (listwise)	100				

Source: SPSS 26 Data Processing Results

Based on the table above, the statement of the variable of Tax Knowledge (X2), the lowest mean value is from the statement "I know what are my rights and obligations as a Taxpayer" getting a value of 3.78.

Table 4. Descriptive Statistics (X3)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3_P1	100	2	5	4.06	.897
X3_P2	100	1	5	3.87	1.079
X3_P3	100	1	5	4.42	.654
X3_P4	100	2	5	4.41	.588
X3_P5	100	2	5	4.41	.621

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X3_P6	100	3	5	4.38	.632
X3_P7	100	3	5	4.50	.541
Valid N (listwise)	100				

Source: SPSS 26 Data Processing Results

Based on the table above, the variable statement of Tax Rate (X3), the lowest mean value is from the statement "I know what are my rights and obligations as a Taxpayer" getting a value of 3.87.

Table 5. Descriptive Statistics (X4)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X4_P1	100	1	5	4.61	.777
X4_P2	100	2	5	4.65	.609
X4_P3	100	2	5	4.49	.745
X4_P4	100	2	5	4.54	.717
X4_P5	100	2	5	4.45	.869
Valid N (listwise)	100				

Source: SPSS 26 Data Processing Results

Based on the table above, the statement of the variable tax sanctions (X4), the lowest mean value is from the statement "Sanctions encourage taxpayer compliance" with a value of 4.45.

Table 6. Descriptive Statistics (Y)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y_P1	100	2	5	4.63	.614
Y_P2	100	2	5	4.52	.671
Y_P3	100	2	5	4.59	.683
Y_P4	100	2	5	4.54	.771
Y_P5	100	2	5	4.59	.726
Y_P6	100	2	5	4.59	.712
Valid N (listwise)	100				

Source: SPSS 26 Data Processing Results

Based on the table above, the statement of the variable Taxpayer Compliance (Y), the lowest mean value is from the statement "Calculating taxes correctly." getting a value of 4.52.

Data Quality Test

Validity Test

The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. To test the significance is done by comparing the r calculation with the r table which can be seen from the correlated Item-Total Correlations.

The following is a table of results from the Instrument Item Validity Test using SPSS:

Table 7. Validity Test Results

Variabel	Instruments	Calculation	rtabel	Conclusion
Tax Socialization (X1)	P1	0.808	0.214	Valid
	P2	0.668	0.214	Valid
	P3	0.576	0.214	Valid
	P4	0.729	0.214	Valid
	P5	0.443	0.214	Valid
Tax Knowledge (X2)	P1	0.587	0.214	Valid
	P2	0.504	0.214	Valid
	P3	0.549	0.214	Valid
	P4	0.624	0.214	Valid
	P5	0.562	0.214	Valid
	P6	0.658	0.214	Valid
	P7	0.510	0.214	Valid
	P8	0.445	0.214	Valid
	P9	0.411	0.214	Valid
	P10	0.571	0.214	Valid
Tax Rate (X3)	P1	0.387	0.214	Valid
	P2	0.422	0.214	Valid
	P3	0.527	0.214	Valid
	P4	0.646	0.214	Valid
	P5	0.632	0.214	Valid
	P6	0.595	0.214	Valid
	P7	0.602	0.214	Valid
Tax Sanctions (X4)	P1	0.724	0.214	Valid
	P2	0.762	0.214	Valid
	P3	0.795	0.214	Valid
	P4	0.814	0.214	Valid
	P5	0.810	0.214	Valid
Taxpayer Compliance (Y)	P1	0.706	0.214	Valid
	P2	0.688	0.214	Valid
	P3	0.841	0.214	Valid
	P4	0.827	0.214	Valid
	P5	0.749	0.214	Valid
	P6	0.803	0.214	Valid

Source: SPSS 26 Data Processing Results

Based on the table above, the validity test of each statement in each variable has a value greater than $r_{\text{of the table}}$, which is 0.214. So it can be concluded that all instruments in this study are declared valid.

Reliability Test

Reliability is a measure of the consistency and consistency of respondents in answering matters related to the constructs of questions which are the dimensions of a variable and are compiled in the form of questionnaires. The reliability test can be carried out together on all question items, if the Alpha value is ≥0.70 then it is reliable.

Table 8. Reliability Test Results

Variabel	Results Cronbach Alpha	Standard Cronbach Alpha	Conclusion
Tax Socialization (X1)	0.705	0.70	Reliabel
Tax Knowledge (X2)	0.838	0.70	Reliabel
Tax Rate (X3)	0.745	0.70	Reliabel
Tax Sanctions (X4)	0.911	0.70	Reliabel
Taxpayer Compliance (Y)	0.918	0.70	Reliabel

Source: SPSS 26 Data Processing Results

Based on the results of the SPPS processed by Cronbach's Alpha value each variable meets the criteria, which is ≥0.70, it can be concluded that all instruments in each variable are reliable.

Classic Assumption Test

Normality Test

From the results of the normality test using *the Kolmogorov-Smirnov method*, it can be seen that the significance value of *Komlogorov-Smirnov* is 0.167 which means > 0.05. It can also be concluded that the data on the questionnaire is distributed normally.

Table 9. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.60132695
Most Extreme Differences	Absolute	.189
	Positive	.155
	Negative	-.189
Test Statistic		.189
Asymp. Sig. (2-tailed)		.167c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 26 Data Processing Results

Multicollinearity Test

This test is to test whether the regression model finds a correlation between independent variables. Here are the results:

Table 10. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics Tolerance	LIVE
1	Tax Socialization (X1)	.598	1.673
	Tax Knowledge (X2)	.380	2.628
	Tax Rate (X3)	.453	2.207
	Tax Sanctions (X4)	.971	1.030

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

Judging from the results above, the *VIF* (*Variance Inflation Factor)* value for all the independent variables is below 10, it can be concluded that in the above variable there is no multicollinearity.

Heteroscedasity Test

The heteroscedasticity test was carried out using **the Glejser Test**.

Table 11. Heteroscedasticity Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	5.415	1.186		4.567	.000
	Tax Sanctions (X4)	.972	.052	.885	18.815	.000

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

Based on the results obtained that the significant value of all independent variables has a Sig value of ≥ of 0.05, so it can be concluded that there is no indication of heterokedasticity in the variables in this study.

Multiple Linear Regression Analysis

The multiple regression model is used to determine the direction of the relationship between independent variables and dependent variables.

Table 12. Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	1.854	2.016		.920	.360
	Tax Socialization (X1)	.692	.083	.067	10.106	.001
	Tax Knowledge (X2)	.618	.052	.027	9.357	.000
	Tax Rate (X3)	.380	.075	.074	8.064	.290
	Tax Sanctions (X4)	.968	.052	.882	18.656	.000

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

The linear regression equation in this study can be formed from the results of the Coeficient in the *Unstandardized Coefficients* column as follows:

$$Y=a+b1X1+b2X2+b3X3+b4X4+e$$

$$= 1.854 + 0.692\ (X1) + 0.618\ (X2) + 0.380\ (X3) + 0.968\ (X4) + e$$

Based on the regression equation above, it can be concluded that the Constant Value shows a value of 1,854, meaning that if the value of the independent variable is considered constant, then the value of the dependent variable (bound) of Taxpayer Compliance is 1,854.

1. The regression coefficient of Tax Socialization on Taxpayer Compliance is 0.692 with a Positive value so that if Tax Socialization increases by one value, then the value of

Taxpayer Compliance will change by 0.692 assuming that other independent variables have a fixed value.

2. The regression coefficient of Tax Knowledge to Taxpayer Compliance is 0.618 with a Positive value so that if Tax Knowledge increases by one value, then the value of Taxpayer Compliance will change by 0.618 assuming that other independent variables have fixed values.
3. The regression coefficient of the Tax Rate to Taxpayer Compliance is 0.380 with a Positive value so that if the Tax Rate increases by one value, then the Taxpayer Compliance value will change by 0.380 assuming that other independent variables have a fixed value.
4. The regression coefficient of Tax Sanctions on Taxpayer Compliance is 0.968 with a Positive value so that if the Tax Sanctions increase by one value, then the value of Taxpayer Compliance will change by 0.968 assuming that other independent variables remain the same.

Hypothesis Test

T test

The t-test is used to determine the influence of each independent variable on the dependent variable.

Criteria:

Sig. < 0.05 → Hypothesis accepted.

Sig. > 0.05 → Hypothesis Rejected

Table 13. Test Results t (X1 to Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Say.**
1	(Constant)	22.332	3.022		7.391	.000
	Tax Socialization (X1)	.238	.138	.172	1.725	.008

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

The results of the hypothesis test above show that the significance value of Tax Socialization on Taxpayer Compliance is 0.008 < 0.05. So, the variable of Tax Socialization has a significant positive effect on the variable of Taxpayer Compliance.

Table 14. Test Results t (X2 to Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Say.**
1	(Constant)	22.875	2.898		7.892	.000
	Tax Knowledge (X2)	.110	.068	.161	1.911	.000

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

The results of the hypothesis test above show that the significance value of Tax Knowledge to Taxpayer Compliance is 0.000 < 0.05. Therefore, the variable of Tax Knowledge has a significant positive effect on the variable of Taxpayer Compliance.

Table 15. t-test results (X3 to Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	24.856	3.300		7.532	.000
	Tax Rate (X3)	.388	.109	.081	3.809	.005

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

The results of the above hypothesis test show that the significance value of the Tax Rate on Taxpayer Compliance is 0.005 < 0.05. So, the variable Tax Rate has a significant positive effect on the variable of Taxpayer Compliance.

Table 16. Test Results t (X4 to Y)

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	5.415	1.186		4.567	.000
	Tax Sanctions (X4)	.972	.052	.885	18.815	.000

a. Dependent Variable: Taxpayer Compliance (Y)

Source: SPSS 26 Data Processing Results

The results of the hypothesis test above show that the significance value of Tax Sanctions on Taxpayer Compliance is 0.000 < 0.05. Therefore, the variable of Tax Sanctions has a significant positive effect on the variable of Taxpayer Compliance.

Test F

The F test is used to determine the influence of all independent variables together on the dependent variables.

Criteria:

1. Sig. < 0.05 → there is a simultaneous influence.
2. Sig. > 0.05 → there was no simultaneous effect.

Table 17. F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	977.129	4	244.282	91.416	.000b
	Residual	253.861	95	2.672		
	Total	1230.990	99			

a. Dependent Variable: Taxpayer Compliance (Y)

b. Predictors: (Constant), Tax Sanctions (X4), Tax Rates (X3), Tax Socialization (X1), Tax Knowledge (X2)

Coefficient of Determination

To measure the magnitude of the proportion or presentation of the influence of independent variables on dependent variables, a determinant coefficient test was performed.

Table 18. Coefficient of Determination

Variabel	R Square	The Value of Influence on Taxpayer Compliance
Tax Socialization (X1)	0.148	14.8%
Tax Knowledge (X2)	0.315	31.5%
Tax Rate (X3)	0.464	46.4%
Tax Sanctions (X4)	0.783	78.3%

Source: SPSS 26 Data Processing Results

Based on the table above, the R *Square value* shows the value of the magnitude of the influence of each independent variable on the bound variable (Taxpayer compliance).

The Effect of Taxation Socialization on Taxpayer Compliance

The results of the hypothesis test show that the significance value of the influence of Tax Socialization (X1) on Taxpayer Compliance (Y) is 0.008 < 0.05, so H1 is accepted, namely the variable Tax Socialization has a significant effect on the variable of Taxpayer Compliance. The value of the determination coefficient obtained was 0.148 which means that Taxpayer Compliance was influenced by the Tax Socialization variable of 14.8%.

This research is supported by research conducted by Wardani, P. P., & Sari, I. (20250029) shows that tax socialization has a positive and significant effect on taxpayer compliance, where it can be proven that the better the tax socialization carried out by the DGT in the context of providing information about taxation, the better the compliance of taxpayers in carrying out their tax obligations.

The Influence of Taxpayer Knowledge on Taxpayer Compliance

The results of the hypothesis test show that the significance value of the influence of Tax Knowledge (X2) on Taxpayer Compliance (Y) is 0.000 < 0.05, then H2 is accepted, namely the variable of Tax Knowledge has a significant effect on the variable of Taxpayer Compliance. The value of the determination coefficient obtained was 0.315 which means that Taxpayer Compliance was influenced by the variable Tax Knowledge of 31.5%.

This research is supported by research conducted by **Utami and Wijaya (2024),** explaining that tax knowledge is the level of taxpayers' understanding of tax provisions, rights, and obligations that are the basis for carrying out tax obligations correctly. The higher the level of tax knowledge that Taxpayers have, the higher the tendency to fulfill tax obligations voluntarily, so that it has a positive impact on increasing Taxpayers' compliance.

The Effect of Tax Rates on Taxpayer Compliance

The results of the hypothesis test show that the significance value of the effect of Tax Rate (X3) on Taxpayer Compliance (Y) is 0.005 < 0.05, then H3 is accepted, namely the variable Tax Rate has a significant effect on the variable of Taxpayer Compliance. The value of the determination coefficient obtained was 0.464 which means that Taxpayer Compliance was influenced by the Tax Rate variable of 46.4%.

This research is supported by research conducted by Karina et al. (2024), stating that tax rates have a positive and significant effect on the compliance of Individual Taxpayers. Tax

rates that are perceived to be fair and in accordance with the taxpayer's economic ability can increase the willingness of taxpayers to fulfill their tax obligations in a timely manner and in accordance with applicable regulations.

The Effect of Tax Sanctions on Taxpayer Compliance

The results of the hypothesis test show that the significance value of the effect of Tax Sanctions (X4) on Taxpayer Compliance (Y) is 0.000 < 0.05, then H4 is accepted, namely the variable of Tax Sanctions has a significant effect on the variable of Taxpayer Compliance. The value of the determination coefficient obtained was 0.783 which means that Taxpayer Compliance was influenced by the Tax Sanction variable of 78.3%.

This research agrees with Mardiasmo's (2024) theory which states that tax sanctions are a guarantee that the provisions of tax laws and regulations (tax norms) will be complied with, obeyed, and complied with by taxpayers.

This research is also supported by research conducted by Karina et al. (2024) stating that tax sanctions are an effective law enforcement instrument in increasing taxpayer compliance. The higher the taxpayer's perception of the firmness and certainty of the application of sanctions, the higher the level of compliance in fulfilling tax obligations.

CONCLUSION

Based on the results of the data analysis and discussion, several conclusions were drawn from this study. Tax awareness campaigns had a positive effect on taxpayer compliance, indicating that more effective campaigns conducted by tax authorities were associated with higher levels of taxpayer compliance. Tax knowledge also had a positive effect on taxpayer compliance, meaning that better taxpayers' understanding of taxation was associated with greater compliance in fulfilling tax obligations. Similarly, tax rates had a positive effect on taxpayer compliance, suggesting that tax rates perceived as fair and appropriate encouraged taxpayers to comply with applicable regulations. Finally, tax penalties had a positive effect on taxpayer compliance, indicating that consistent and appropriate enforcement of tax penalties was associated with higher taxpayer compliance with tax obligations.

REFERENCES

Ajeigbe, K. B., Ganda, F., & Enowkenwa, R. O. (2024). Impact of sustainable tax revenue and expenditure on the achievement of sustainable development goals in some selected African countries. *Environment, Development and Sustainability, 26*(10), 26287–26311.

Astuti, K. N., & Maryono. (2024). The effect of tax knowledge and tax socialization on taxpayer compliance with tax sanctions as a vehicle moderation variable (Study of motor vehicle taxpayers Samsat Semarang III). *COSTING: Journal of Economics, Business and Accounting, 7*(4), 9046–9052. https://doi.org/10.31539/costing.v7i4.8979

Burhamzah, R., & Macenning, A. R. A. D. (2026). Challenges and strategies for improving individual taxpayer compliance in the digitalization era. *Journal of Economics and Management Technologies, 2*(1), 25–31.

Challoumis, C. (2024). The effects of taxation policies on capital accumulation and economic development. *SSRN Electronic Journal*.

Damayanti, R., Rodiyah, R., & Martitah, M. (2024). Taxpayers education: A key strategy in using artificial intelligence to increase tax compliance in Indonesia. *International*

Conference on Innovation & Entrepreneurship in Computing, Engineering & Science Education (InvENT 2024), 470–476.

Fairuz, D. A. S., Ferina, I. S., & Amin, A. R. (2025). The effect of tax knowledge, tax rates and tax sanctions on the compliance of MSME taxpayers in Palembang City with tax socialization as a moderation variable. *Balance: Journal of Accounting and Business, 10*(1), 28–40. https://doi.org/10.32502/balance.v10i1.560

Fjeldstad, O. (2014). Tax and development: Donor support to strengthen tax systems in developing countries. *Public Administration and Development, 34*(3), 182–193.

Ghozali, I. (2021). *Partial least squares: Concepts, techniques, and applications using SmartPLS program 3.2.9 for empirical research* (3rd ed.). Publishing Agency of Diponegoro University.

Hamilton-Hart, N., & Schulze, G. G. (2016). Taxing times in Indonesia: The challenge of restoring competitiveness and the search for fiscal space. *Bulletin of Indonesian Economic Studies, 52*(3), 265–295.

Hapsari, N., & Putra, A. K. (2025). Projecting the roles of the Indonesian State Revenue Authority toward tax administration's performance. *BISNIS & BIROKRASI: Jurnal Ilmu Administrasi dan Organisasi, 32*(1), 54–68.

Hidayat, A. K. W., & Inayati, I. (2025). Implementation of the Core Tax System: Impacts and challenges on tax revenue in Indonesia. *Journal Transnational Universal Studies, 3*(6), 1–8.

Joselin, V. A., Setiawan, T., Riswandari, E., & Kav, J. (2024). Indonesia Core Tax System: Road map to implementation 2024. *International Journal of Economics, Business and Management Research, 8*(6), 46–56.

Karina, A., Siska, M., & Saad, B. (2024). Income level, tax rates, and tax sanctions affect individual taxpayer compliance with tax audit as a moderation variable. *Economics and Digital Business Review, 5*(1), 356–369. https://doi.org/10.37531/ecotal.v5i1.1185

Mardiasmo. (2024). *Taxation* (Latest ed.). Andi Publishers.

Nasution, A. (2017). The government decentralization program in Indonesia. In *Central and local government relations in Asia* (pp. 276–305). Edward Elgar Publishing.

Permatasari, A. A., Ramadhan, P., Wahono, P., & Pahala, I. (2025). An analysis of challenges and strategic optimization in the implementation of Coretax for tax reporting in Indonesia. *TOFEDU: The Future of Education Journal, 4*(6), 1820–1828.

Pratama, A., & Rahayu, S. (2023). Analysis of the effectiveness of tax education on taxpayer compliance. *Journal of Accounting and Taxation, 9*(2).

Ratnah, S., Pratama, I. A., & Kurniawan, K. (2026). Analysis of tax compliance challenges in Indonesia: Perspectives of digitalization, regulation, and tax literacy. *Jurnal Ekonomi Ichsan Sidenreng Rappang, 5*(1), 44–54.

Rohman, M. T., Aristantia, S. E., & Lating, A. I. S. (2025). The effect of tax knowledge and tax sanctions on individual taxpayer compliance with tax socialization as a moderation variable. *Permana: Journal of Taxation, Management, and Accounting, 16*(2), 988–1003. https://doi.org/10.24905/permana.v16i2.407

Sukarno, E. (2024). Tax reform in Indonesia: The transformation from Directorate General of Taxes to the State Revenue Agency. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev., 9*(10), 4.

Utami, T., & Wijaya, H. (2024). The dynamics of direct vs. digital tax counseling: DGT's strategy in improving tax literacy. *Indonesian Tax Journal, 8*(1).

Wardani, P. P., & Sari, I. (2025). MSME taxpayer compliance: The role of tax socialization, tax understanding, and public trust in the government. *Gorontalo Accounting Journal, 8*(2), 342–355.

Yossinomita, Y., & Hodijah, S. (2024). Determining the future direction and amount of tax

revenue in Indonesia using an error correction model (ECM). *Ekonomika, 103*(1), 56–77.

Zahrah, A., Eprianty, C. N., Putri, N. E., & Puspita, S. A. (2024). Analysis of taxpayer compliance in the implementation of the self-assessment system in Indonesia: Legal challenges and tax modernization solutions. *Jurnal Sahabat ISNU SU, 1*(2), 112–120.

Zaki, Y. A., & Sari, I. (2025). Optimizing income tax revenue: The roles of taxpayer compliance, audit effectiveness, and payment timeliness. *Taxation and Public Finance, 3*(1), 30–39.