

Review Article

The Impact of Local Culture, Service Innovation and Awareness of Taxpayers on Taxpayer Compliance at Samsat Office Bondowoso

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Abstract - This study has to examine the effect of local culture variables, service innovation, and taxpayer awareness on taxpayer compliance at the Bondowoso Samsat Office. The population of this study was all people who owned motorized vehicles, with a sample of 150 people using the accidental sampling method. The validity and reliability tests were used to test the research instrument in the form of a research questionnaire. Hypothesis testing is done by using the Structural Equation Modeling (SEM) method with Partial Least Square (PLS) analysis tools. The results of this study indicate that local culture variables with a regression coefficient of 0.250 have no effect on taxpayer compliance, service innovation with a coefficient of -0.470 has a negative and significant effect on taxpayer compliance and awareness through taxpayer awareness with a coefficient of -0. Significant to taxpayer compliance.

Keywords - Local culture, Service innovation, Taxpayer awareness, Taxpayer compliance.

I. INTRODUCTION

Local tax revenue is one source of local government funds. The administration of government, public services, and national development is largely funded by the tax sector. Currently, almost all regions in Indonesia are exploring their regional revenue potential through local taxes. Therefore local governments must strive to increase their potential sources of regional revenue. There are several types of Regional Taxes and Regional Levies, the first type of regional tax is the type of Provincial Tax which consists of Motor Vehicle Tax, Motor Vehicle Title Fee, Motor Vehicle Fuel Tax, Surface Water Tax, and Cigarette Tax. The next types of regional taxes that can also increase regional income include Regency / City Tax which consists of Hotel Tax, Restaurant Tax, Entertainment Tax, Advertising Tax, Street Lighting Tax, Non-Metal Mineral, and Rock Tax, Parking Tax, Ground Water Tax, Swallow's Nest Tax, Rural, and Urban Land and Building Tax, and Land and Building Acquisition Fees (Undang-Undang No.28, 2009). Especially for regions that are at the same level as provincial regions but are not divided into autonomous regencies/ municipalities, the

type of tax that can be collected is the tax for provincial regions. In Indonesia, local taxes and user charges have become a reliable source of revenue for the regions. Regional income from tax can increase if the people as taxpayers obey the tax regulations set by the government. In the Taxation Law, Number 6 of 1983, which was amended by Law Number 16 of 2009 concerning General Provisions and Tax Procedures, the definition of a taxpayer is a person or entity, including taxpayers, tax-cutters, and tax collectors, who have the right and tax obligations in accordance with the provisions of taxation laws and regulations.

From the definition of a taxpayer that has been explained, every community has tax obligations that have been regulated by law. Taxpayer compliance is highly expected by the government, both central and local governments. The social learning theory explains the behavior of taxpayers in fulfilling their tax obligations. A person will obey to pay taxes on time if, through his direct observation and experience, the results of the tax collection have made a real contribution to the development of his area. A person will obey to pay his taxes if he has paid attention to tax services, both the tax authorities and the tax service system; this theory also emphasizes that the environment someone is exposed to by chance is often chosen and changed by people through their own behavior, for example, on behavior in obedience or compliance with tax payments. In the Big Indonesian Dictionary (KBBI), it is explained that the meaning of obedience is like to obey (orders), obey (to orders, rules); disciplined. Whereas obedience is the nature of obedience, obedience. Thus obedience is the action of a person, group, or organization to act or not act according to predetermined rules. Compliance is the motivation of a person, group, or organization to act or not act according to predetermined rules. So, tax compliance is a person's compliance, in this case, a taxpayer, to the tax regulations or laws (Mardiasmo, 2016). Taxpayer compliance can be defined as a condition in which the taxpayer fulfills all tax obligations and exercises his taxation rights (Resmi, 2013). (S. K. Rahayu, 2010) said that formal compliance is a condition in which the taxpayer fulfills its obligations formally in accordance



with the provisions of the tax law. For example, submitting the correct or not correct Income Tax Return (SPT). The important thing is that the Tax Return (SPT) has been submitted before March 31. Meanwhile, material compliance is a condition in which the taxpayer substantially or essentially fulfills all the material tax provisions, namely according to the content and spirit of the tax law. Here the taxpayer concerned, in addition to paying attention to the actual truth of the contents and essence of the Income Tax Return (SPT). Thus, taxpayer compliance is an act of taxpayers in fulfilling their tax obligations in accordance with the provisions of laws and regulations and taxation implementation regulations in force in a country. Taxpayer compliance with the amount of tax that must be paid depends on several factors, including local culture, service innovation, and taxpayer awareness.

Local culture or local wisdom is the behavior or attitude of someone related to nature and the surrounding environment, as well as the surrounding community. Generally, local culture is based on religious values, customs, or advice from ancestors that naturally occur in society. The function of this local culture is to help humans adapt to the surrounding environment (Ranjabar, 2006). Judging from the pluralistic nature of Indonesian society, there are 3 cultural groups, each of which has its own characteristics, namely: ethnic/regional culture, local general culture, and national culture. Ethnic culture, meaning the same as local culture or regional culture, while local general culture depends on spatial aspects, usually on urban spaces when various local or regional cultures are brought in by each migrant. However, there is a dominant culture that develops, namely the local culture in the city or place, while the national culture is an accumulation of regional culture (Ranjabar, 2006). The local culture of this community will influence people's behavior in dealing with life's problems. A good local culture will lead the community to behave well and obey all the regulations set by the customs that exist in the community and government, both local and central government. (Yasa & Prayudi, 2019) states that subjective norms affect the intention to behave obediently, controlling the perceived tax compliance behavior and intention to behave obediently affects taxpayer compliance behavior, and the value of Tri Kaya Parisudha affects the intention to behave obediently. (Khaerunnisa & Wiranto, 2015) states that there is an effect of tax morality, tax culture, and good governance on taxpayer compliance.

The next factor that can increase taxpayer compliance with tax payment obligations is service innovation. Service is any activity carried out by the government in every profitable activity in a group or unit and offers satisfaction even though the results are not tied to a physical product (Sinambela, 2011). Public services or public services are all forms of services, both in the form of public goods and public services, which in principle are the responsibility of and implemented by government agencies at the central, regional and local levels of State-Owned Enterprises or

Region-Owned Enterprises, in the context of fulfillment. The community needs as well as in the framework of implementing the provisions of laws and regulations. Service innovation can be interpreted as the addition of services that have been carried out by adding service facilities that are supposed to increase satisfaction with service users.

Research (Utami & Amanah, 2018) states that service quality affects taxpayer awareness and compliance of taxpayers registered at KPP Pratama Surabaya Krembangan, amounting to 93 taxpayers. (Krismayanti & Merkusiwati, 2019) conducted research on motor vehicle taxpayers in Gianyar Regency, the results were that the quality of tax services and tax audits had a significant positive effect on motor vehicle taxpayer compliance (Wulandari et al., 2015) conducted a study linking service quality to taxpayer compliance where the result was that quality of service did not have an effect on the tax compliance. (Ramdani et al., 2019) conducted research on four-wheeled motor vehicle taxpayers registered at the SAMSAT Office of Ciamis Regency with a sample size of 100 respondents, and the results of the study showed that taxpayer awareness and quality of tax services, both partially and simultaneously, had a significant effect on vehicle taxpayer compliance. (Sentanu & Setiawan, 2016) conducted research on hotel taxpayers at the Regional Revenue Service of Badung Regency with 94 taxpayers, and the results showed that service quality had a positive effect on hotel taxpayer compliance, moral obligation had a positive effect on hotel taxpayer compliance. , and tax sanctions have a negative effect on hotel taxpayer compliance.

The next factor that can also affect taxpayer compliance in paying taxes is the awareness of the taxpayer itself. According to the General Indonesian Dictionary, consciousness is a state of knowing, understanding and feeling. The awareness to comply with the provisions (tax law) in effect certainly concerns the factors of whether these provisions have been known, recognized, respected, and obeyed. If someone only knows, it means that the taxpayer's awareness is still low. Taxpayer awareness is a condition in which taxpayers know, understand, and implement taxation provisions properly and voluntarily. Knowledge and understanding of taxation are very important because it can assist taxpayers in complying with taxation rules (Resmi, 2013). Taxpayer awareness that arises from within the taxpayer will be able to increase taxpayer compliance in paying the tax obligations that become their obligations. Research on taxpayer awareness and taxpayer compliance has been carried out by many researchers.

Research (Khotimah et al., 2020) states that the attitude of taxpayers (X1) and tax knowledge (X3) affects the compliance of taxpayers, while awareness of taxpayers (X2) and tax sanctions (X3) do not affect tax compliance on the creative economy actors in the fashion sub-sector in Batu City. Research (Y. N. Rahayu et al., 2017) on the

land and building taxpayers of Books I and Books II of Malang Regency the result is that it is hoped that tax awareness can increase taxpayer compliance with tax obligations. (Prakoso et al., 2019) conducted research on restaurant taxpayers in Banyuwangi Regency by taking a sample of 60 restaurants where the results of this study were the level of awareness and knowledge of taxpayers together had a significant effect on the level of compliance, but partially, only the taxpayer knowledge level variable has a significant effect on taxpayer compliance. (Krismayanti & Merkusiwati, 2019), (Ramdani et al., 2019) also conducted research linking taxpayer awareness and taxpayer compliance.

One of the local revenue (PAD) in Bondowoso Regency comes from Motor Vehicle Tax. Currently,

vehicles are a means of transportation that is owned by almost everyone because besides being easy to find vehicles, they also take steps faster, supported by the availability of roads that connect all regions in Indonesia. In the midst of the high level of human mobility in this more advanced era, almost all adults have their own vehicles. Not a few also have vehicles of more than one unit, even many middle and upper-class people own two to three vehicles. Of course, the ownership of these vehicles is accompanied by an obligation to pay taxes every year. Motor Vehicle Tax is one of the largest contributors to Regional Original Revenue. The number of increases in motor vehicle ownership can be seen in table 1. which shows the development of the number of motor vehicle ownership in Bondowoso Regency.

Table 1.Until Regional Revenue Agency of East Java Province Bondowoso Object of Motor Vehicle Tax (PKB) 2014 – 2018

No.	Transportation Type	2014	2015	2016	2017	2018
1	Passenger car	10.691	11.920	13.311	14.824	16.394
2	Bus	109	119	139	160	182
3	Freight cars	4.532	4.929	5.392	5.855	6.312
4	Motorcycle	121.613	131.531	141.614	151.914	163.288
5	Heavy and Large Equipment	7	7	7	7	7
	Total	136.952	148.506	160.463	172.760	186.183

Table 1 shows that almost all types of vehicles have increased every year. Vehicles with motorbikes occupy the first position as the largest contributor to regional revenue, motorbikes with a total of 163,288 units in 2018. The second position is occupied by Passenger Cars with a total of 16,394 units. The third position is occupied by goods cars with a total of 6,312 units. The fourth position is occupied by Cargo cars with a total of 182 units, and the fifth position is occupied by Large and Heavy Equipment vehicles with only 7 units. Seeing the existing potential, the government must take advantage of this potential in order to increase the maximum source of regional revenue from the motor vehicle tax sector. One of the efforts that can be made by the government to increase the amount of revenue from this sector is by increasing motor vehicle taxpayer compliance. Optimizing local revenue from the motor vehicle tax sector will not run well if there is no reciprocity and support from the public as taxpayers. The increase in the number of motorized vehicles each year is not proportional to the level of public compliance as taxpayers in carrying out their tax obligations. Based on the background, theory, and previous research that has been carried out by the researchers, the research question that can be developed is how to improve taxpayer compliance based on local culture, service innovation, and tax awareness at the Samsat Bondowoso Office. While the purpose of this study was to determine and analyze the influence of local culture, service innovation, and tax awareness on taxpayer compliance at the Bondowoso Samsat Office.

II. RESEARCH METHODS

This research design is an explanatory study that aims to explain the relationship between one variable and another and is also included in confirmatory research because the aim is to explain the causal relationship between variables through hypothesis testing (Sugiyono, 2017). There are two kinds of variables used in this study, namely exogenous variables and endogenous variables. Exogenous variables are stimulus variables or variables that affect other variables (Kuncoro, 2009). Exogenous variables are variables whose factors can be measured, manipulated to determine their relationship with the symptoms studied (Ghozali, 2016). Exogenous variables are concrete variables whose effects can be seen or researched (Arikunto, 2013). In this study, the exogenous variables consist of local culture, service innovation, and taxpayer awareness. Endogenous variables are variables that provide reactions/responses when associated with exogenous variables (Ferdinand, 2015). The factors are observed and measured to determine the effect caused by the exogenous variables. In this study, the endogenous variable is taxpayer compliance.

Local culture is all ideas, activities, and results of human activities in a community group in a particular location. Dimensions for local cultural variables include geography, distance, interest, care, cultural values, pride. Public service is the provision of services for the needs of other people or the public who have an interest in the organization in accordance with the stipulated basic rules and procedures. Dimensions for service innovation variables include physical evidence, reliability,

responsiveness, assurance, empathy, use of technology, interaction with consumers, new services. Awareness is that the willingness to pay taxes is a value that is willing to be contributed by someone who is used to finance general state expenditures without getting direct (contra-achievement) services. Dimensions for the compliance variable include taxpayer perceptions, tax knowledge, taxpayer characteristics, tax education. Individual taxpayer compliance is a situation when the taxpayer fulfills all tax obligations and exercises taxation rights. Dimensions for taxpayer compliance variables include timeliness, the imposition of sanctions, compliance in payment of arrears, not having tax arrears, obedience in providing SPT.

The population in this study were all taxpayers registered at the Joint Office of Samsat Bondowoso. Sampling is based on the opinion of (Sugiyono, 2017) who said that for quantitative research, a minimum sample of 10 times the independent variables is needed. The number of independent variables in this study is three variables, meaning that it takes 3 x 10 samples to obtain 30 samples. Based on the size of the research area, the sample in this study was determined as many as 150 taxpayers in

Bondowoso Regency using the accidental sampling method.

Validity and reliability tests were carried out on measuring instruments so that the measuring instruments used were valid and reliable. Methods of data analysis using SmartPLS (Partial Least Square) software starting from measurement models, model structures, and hypothesis testing. PLS (Partial Least Square) uses the principle component analysis method in the measurement model, namely the variant extraction block, to see the relationship between the indicator and its latent construct by calculating the total variant, which consists of general variants, specific variants, and error variants.

III. RESULTS AND DISCUSSION

A. Results of Descriptive Statistical Analysis of Respondents

The results of the descriptive statistical analysis of respondents consisting of gender, age, education, type of work. Taxpayers at the Joint Office of Samsat Bondowoso are presented in table 1.

Table 2. Descriptive Statistical Analysis Results

No.	Indicator	Information	Total	Percentage
1	Gender	Man	112	75
		Woman	38	65
2	Age	<25	9	6
		25-35	44	29
		36-45	44	29
		46-55	41	27
		>56	12	8
3	Level of education	Primary school	11	7
		Junior High	21	14
		High school	75	50
		D3 / S1	40	27
		S2	3	2
4	Type of work	Civil servants	43	39,09
		Private	51	46,36
		Farmer	14	12,73

B. Results of Variable Descriptive Statistic Analysis

The results of respondents' answers to research variables consisting of local culture variables (X1), service innovation (X2), taxpayer awareness (X3), and taxpayer compliance (Y) are presented in the following table.

Table 3. Respondents' Answers to Local Cultural Variables (X1)

No	Indica tor	Score									
		1	%	2	%	3	%	4	%	5	%
1	X1.1	5	3,3	0	0	4	2,6	65	43	76	50,3
2	X1.2	8	5,3	0	0	13	8,6	59	39,1	70	46,7
3	X1.3	5	3,3	0	0	0	0	67	44,4	78	51,7
4	X1.4	14	9,3	7	4,6	23	15,2	35	23,2	71	47
5	X1.5	0	0	0	0	13	8,7	34	22,7	103	68,7
6	X1.6	4	2,6	23	15,2	10	6,6	47	31,1	66	43,7

Table 4. Responen's Answers to Service Innovation Variables (X2)

No	Indica tor	Score									
		1	%	2	%	3	%	4	%	5	%
1	X2.1	0	0	0	0	25	16,7	57	38	68	45,3
2	X2.2	0	0	0	0	20	13,3	62	41,3	68	45,3
3	X2.3	0	0	8	5,3	21	14	55	36,7	66	44
4	X2.4	0	0	4	2,7	23	15,3	57	38	66	44
5	X2.5	0	0	8	5,3	21	14	55	36,7	66	44
6	X2.6	0	0	0	0	10	6,7	69	46	71	47,3
7	X2.7	0	0	3	2	10	6,7	66	44	71	47,3
8	X2.8	0	0	0	0	19	12,7	61	40,7	70	46,7

Table 5. Respondents' Answers to Taxpayer Awareness Variables (X3)

No	Indica tor	Score									
		1	%	2	%	3	%	4	%	5	%
1	X3.1	0	0	0	0	13	8,7	68	45,3	69	46
2	X3.2	0	0	0	0	13	8,7	64	42,7	73	48,7
3	X3.3	0	0	0	0	13	8,7	64	42,7	73	48,7
4	X3.4	0	0	0	0	13	8,7	66	44	71	47,3

Table 6. Respondents' Answers to Taxpayer Awareness Variables (Y)

No	Indica tor	Score									
		1	%	2	%	3	%	4	%	5	%
1	Y.1	0	0	0	0	13	8,7	68	45,3	69	46
2	Y.2	0	0	0	0	13	8,7	64	42,7	73	48,7
3	Y.3	0	0	0	0	13	8,7	64	42,7	73	48,7
4	Y.4	0	0	0	0	13	8,7	66	44	71	47,3

C. Results of the Analysis of Validity and Reliability Tests

The results showed that each indicator of the 4 variables (local culture, service innovation, taxpayer awareness, and taxpayer compliance) used in this study had a calculated r-value greater than 0.1593, this means that the indicators used In this research variable it is feasible or valid to be used as a data collector. The test

results related to the reliability of measuring instruments also show that each variable (local culture, service innovation, taxpayer awareness, and taxpayer compliance) has a Cronbach Alpha value greater than 0.6. So it can be concluded that all the variables used in this study are reliable.

D. Result of Model Fit Test Analysis

Table 6. Model Fit Indices

Model	Fit Indices	P Values	Criteria	Information
APC	0,359	<0.001	p<0,05	Accepted
ARS	0,650	<0.001	P<0,05	Accepted
R-Squared	0.644	<0.001	P<0,05	Accepted
AVIF	419	Good if < 5	AVIF < 5	Accepted
GoF	718	small $\geq 0,1$, medium $\geq 0,25$, large $\geq 0,36$		Large
SPR	600	$\geq 0,7$ dan idealnya = 1		Accepted
RSCR	955	$\geq 0,9$ dan idealnya = 1		Accepted
SSR	000	$\geq 0,9$		Accepted
NLBCDR	000	$\geq 0,7$		Accepted

The output results in table 6 show that APC has an index of 0.359 with a p-value <0.001. Meanwhile, ARS has an index of 0.650 with a p-value <0.001. Based on the criteria, APC has met the criteria because it has a p-value <0.001. Likewise, the p-value of ARS is p <0.001 <0.05. The AVIF value that must be <5 has been fulfilled because based on this data, the AVIF value is 6,419. . The research data was tested with a fit model, and the research data was declared fit so that the research data did not occur multicollinearity. Thus, the inner model can be accepted.

E. Results of Path Coefficient and P-values analysis

This section describes each path in the model section using path analysis. Each pathway tested shows the direct effect of local culture (X1), service innovation (X2), taxpayer awareness (X3) on taxpayer compliance (Y) at the Joint Office of Samsat, Bondowoso Regency. By knowing the significance or not of each of these pathways will answer whether the proposed hypothesis is accepted or rejected. Each of the paths tested represents the hypothesis in this study. The path coefficient value can be seen in table 7.

Table 7. Path Coefficient Value of Direct Effect

			Estimate	PLabel	
Taxpayer compliance	<---	Local culture	0,045	,250	not significant
Taxpayer compliance	<---	Service innovation	-0,470	,003	significant
Taxpayer compliance	<---	Taxpayer awareness	-0,307	,021	significant

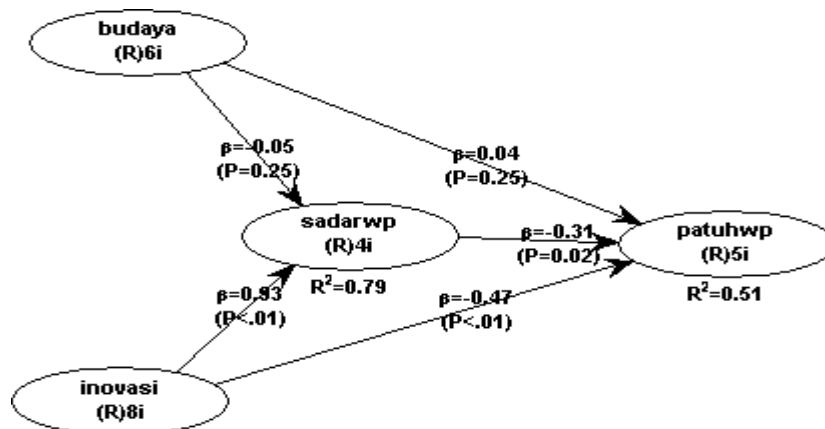


Fig. 1 Path Coefficient and P-Values

IV. DISCUSSION OF RESEARCH RESULTS

A. The Effect of Local Culture on Taxpayer Compliance

The first hypothesis of this study states that local culture has a positive effect on taxpayer compliance. After testing and analyzing the data, the results show that local culture has a positive and insignificant effect on taxpayer

compliance at the Joint Office of Samsat, Bondowoso Regency, it is proven or H_1 is accepted and H_0 is rejected. This can be due to the aspects of local culture, including community habit factors, the distance of Samsat, positive perceptions of Samsat, access to city transportation, social customs values. Descriptive analysis of this variable states

that, in general, the respondents agree or give positive responses to aspects of the local culture of taxpayers at the Joint Office of Samsat, Bondowoso Regency. Thus the test results of local cultural variables on taxpayer compliance obtained a beta value (β) of 0.450 with a p -value of 0.250. Because the value of p -value is greater than α ($0.202 > 0.05$), H_0 is accepted, and H_1 is rejected. Thus there is a positive and insignificant effect of local culture on taxpayer compliance. After the analysis is carried out, it is not in accordance with the supporting theories, while in theory, it states a new work culture such as time discipline, more orderly, tighter supervision, obedient to rules, honesty, free from KKN, professional, high work standards, and many more, again of course very different from the work culture before the reform. However, of course, it is very difficult to apply the new culture to taxpayers who are used to the old work culture. The results of this study are not in line with the hypothesis, which states that local culture has a positive effect on taxpayer compliance through taxpayer awareness. Research that also examines local cultural issues with taxpayer compliance includes: (Sentanu & Setiawan, 2016), (Khaerunnisa & Wiranto, 2015), (Yasa & Prayudi, 2019), (Hutagalung & Waluyo, 2014).

B. The Effect of Service Innovation on Taxpayer Compliance

Based on the second hypothesis, service innovation has a positive effect on taxpayer compliance. After testing and analyzing the data, the results show that service innovation has a negative and significant effect on taxpayer compliance at the Joint Office of the Samsat Bondowoso Regency, proven to be true or H_0 is rejected, and H_1 is accepted. This could be due to aspects related to service innovation capable of creating taxpayer compliance in Bondowoso district, including physical evidence, reliability, responsiveness, assurance, empathy, use of technology, interaction with consumers, new services. Thus the results of testing the effect of service innovation variables on taxpayer compliance obtained a beta value (β) of -0.470 with a p -value of 0.003 because the value of p -value is smaller than α ($0.003 < 0.05$), then H_0 is rejected. Thus there is a negative and significant influence of service innovation on taxpayer compliance. The results of research which also examined the relationship between service innovation and taxpayer compliance, among others: (Sentanu & Setiawan, 2016), (Ramdani et al., 2019), (Wulandari et al., 2015), (Utami & Amanah, 2018), (Krismayanti & Merkusiwati, 2019).

C. The Effect of Taxpayer Awareness on Taxpayer Compliance

The third hypothesis states that taxpayer awareness has a positive effect on taxpayer compliance. After testing and analyzing the data, the results show that taxpayer awareness has a negative and significant effect on taxpayer compliance at the Joint Office of Samsat, Bondowoso Regency, proven to be true or H_1 accepted and H_0 rejected. This could be due to the awareness aspects of taxpayers related to taxpayer compliance in paying taxes at

the Joint Office of Samsat in Bondowoso Regency. These aspects include knowledge, frequently changing provisions, socialization, use of taxes, tax functions, knowledge of taxes, tax procedures, tax payment suitability, voluntary tax payment, taxpayer awareness. Thus the results of testing the effect of taxpayer awareness variables on taxpayer compliance obtained a beta value (β) of -0.307 with a p -value of 0.021. Because the value of p -value is smaller than α ($0.021 < 0.05$), H_0 is rejected, and H_1 is accepted. Thus there is a negative and significant effect on the awareness of the taxpayer on taxpayer compliance. Tax awareness is often an obstacle in the problem of collecting taxes from the public. Taxpayer awareness is needed to improve tax compliance. Previous research has proven that taxpayer awareness to comply with taxation has a positive effect on tax compliance, including: (Prakoso et al., 2019), (Y. N. Rahayu et al., 2017), (Khotimah et al., 2020), (Ramdani et al., 2019), (Krismayanti & Merkusiwati, 2019).

V. CONCLUSION AND SUGGESTIONS

A. Conclusion

The local culture has a positive and insignificant effect on taxpayer compliance at the Joint Office of Samsat in Bondowoso Regency. Service innovation has a negative and significant effect on taxpayer compliance at the Joint Office of Samsat in Bondowoso Regency. Taxpayer awareness has a negative and significant effect on taxpayer compliance at the Joint Office of Samsat in Bondowoso Regency.

B. Suggestion

For further research, it is recommended to conduct more in-depth research related to the influence of local culture on taxpayer awareness and compliance by conducting qualitative research because there is still a lack of literature studies both theoretically and empirically that examine more deeply the relationship of local culture to awareness and compliance with paying taxes. From the analysis, it was found that the variation of the independent variable on the dependent variable, namely taxpayer compliance is still in the moderate category, meaning that it is still possible that taxpayer compliance is influenced by independent variables that are not tested in this study, so it is suggested for further research to test the variables. Other independent variables such as education, income, religion, and others.

For the leadership of the Joint Office of Bondowoso Regency, it is expected (1) to pay attention to the prevailing culture in the quality of taxpayers so that their level of awareness of tax payments increases, (2) provide rewards to taxpayers who obey in paying their taxes, besides that they can also use a persuasive approach, or groups so that the public is aware of the importance of the tax for the future development of Bondowoso, (3) in order to make a breakthrough in service innovation that is in accordance with the cultural and geographical conditions of the taxpayer, thus the ease of taxpayers to pay taxes is more in line with their needs and abilities. They.

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