

# The Influence of Attitude, Subjective Norm, and Perceived Behavioral Control of Taxpayers on the Improvement of Individual Tax Compliance

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## ABSTRACT

The study examines the influence of attitude, subjective norms, and perceived behavioral control on taxpayer behavior in Indonesia. The study employed a quantitative approach, distributing online questionnaires to 150 taxpayers aged 20-50 years. A total of 141 valid responses were collected, which were then analyzed using partial least squares. The findings of this study indicate that attitude affects taxpayer compliance, but subjective norms and perceived behavioral control do not have a significant impact. An interesting finding is that conceptually, perceived behavioral control should have a significant influence, because taxation has high law enforcement. However, since the respondents are taxpayers in rural areas, tax officers often do not enforce the law strictly, but rather take a more nurturing approach towards the taxpayers. This study is helpful in validating the theory and in proving empirically that tax implementation often varies between regions; therefore, further studies can be conducted by comparing tax compliance in rural and urban areas.

**Keywords:** Tax Compliance, Attitude, Subjective Norm, Perceived Behavioural Control

## 1. INTRODUCTION

The change in the tax administration system in Indonesia has been ongoing since 1983. This change brings hope for an increase in the country's revenue from the tax sector. In the self-assessment system method, all obligations are fully controlled by the Taxpayer (WP), including calculations, payments, and reporting what should be done (Garcia et al., 2020). The goal is to enhance transparency and accountability in each individual's tax calculations. The weakness of the implementation of this system is when there is dishonesty in tax payments by taxpayers. One of the reasons is that many people consider paying taxes to be a burden (Bakar et al., 2023).

The non-compliance attitude exhibited by taxpayers occurs due to their perception of justice (Saad, 2014). Often, taxpayers feel there is injustice in the tax system because, with the same income level, they are subjected to different taxes. Basically, taxes are indeed mandatory and do not provide any direct reward (Farrar et al., 2024; Garcia et al., 2020). However, many people choose not to comply and consciously decide not to fulfil their tax obligations, but there are still some who choose to meet their obligations (Aktaş Güzel et al., 2019; Garcia et al., 2020).

Theory of planned behavior explains that behavior is triggered by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1985; Ajzen & Fishbein, 2000). This theory is a concept widely used in social psychology to capture phenomena in society, including tax behavior (Alleyne & Harris, 2017). Attitudes towards tax payment can be influenced by their knowledge of the tax payment process (Bhat et al., 2024; Kiconco et al., 2019). Taxpayers who understand the applicable tax regulations will encourage the successful implementation of these regulations and be more self-aware, because in their view, a good attitude is a reflection of oneself (Bakar et al., 2023; Daiyabu et al., 2023). A positive attitude is formed from the acceptance of accurate information that can enhance taxpayer compliance. Subjective norm can be defined as social pressure on taxpayers to comply with or avoid taxes (Mudiyanselage et al., 2020). This is shaped by the opinions and recommendations of groups or individuals considered important to oneself, such as family and friends (Musah et al., 2025). Culture is also one of the aspects of subjective norm, which influences how someone performs their tax compliance actions (Kiconco et al., 2019). Perceived behavioral control can be defined as an individual's perception of their ability to perform a behavior, considering both internal and external factors (Bhat et al., 2024). This is also related to how external parties facilitate so that everyone consciously engages in good behavior. When taxpayers have good behavioral control, their tax compliance level will be high because they will regulate their behavior to avoid feeling regret in the future.

Legal products are created by the government as a form of control and an effort to increase tax compliance (Daiyabu et al., 2023). Taxes are coercive in nature, so taxpayers are still required to pay their tax obligations without any certainty of reciprocity for those payments. Therefore, the fundamental purpose of having legal products is to assist the community and provide appropriate rates that create justice for everyone (Dularif & Rustiarini, 2022). Indonesia once implemented a Tax Amnesty Program as one of the existing forms of legal products. Tax Amnesty took place in 2016 and ended in March 2017, and it was claimed to be the most successful achievement in tax compliance.

Based on the research gap above, this study aims to assess the influence of attitude, subjective norm, and perceived behavioral control on tax compliance. Furthermore, this research aims to determine whether the tax legal products issued by the government can mediate the attitude, subjective norm, and perceived behavioural control towards the increase in tax compliance. The object of this research is individual taxpayers in Indonesia.

This study begins with an introduction that includes the research gap and the theory of planned behaviour as the foundational concepts for discussion. The second section is the research methodology, followed by findings and analysis regarding the empirical conditions of taxpayers related to compliance in fulfilling their tax obligations. The final part is the conclusion.

## 2. RESEARCH METHODS

This research uses a quantitative approach with a survey method. A questionnaire survey was used to collect data from 150 taxpayers in a small town in Indonesia. The population is taxpayers in Sulawesi aged 20-50 years. This is because the age range of 20-50 years constitutes the productive age taxpayers. The questionnaire was distributed using Google Forms and conducted through random sampling. Out of the 150 questionnaires returned, 141 were deemed valid and used in this study. Both the independent variable and the dependent variable are measured using a Likert scale with 1 = strongly disagree and 7 = strongly agree. Attitude is measured based on perceived experiences, perceived benefits, and evaluations of perceived tax policies. Subjective norms are measured using the assessment of those around compliant taxpayers and the views of close acquaintances regarding tax compliance and the views of those around about tax regulations. Perceived Behavioral Control is measured based on the perceived ability to pay taxes, the perceived ability to report taxes, and the ability to understand tax regulations. To test each of the existing hypotheses, this study uses the model:

$$Y = c + x1 + x2 + x3 + \epsilon$$

Y = Increase in Tax Compliance

C = Constant

X1 = Attitude

X2 = Subjective Norm

X3 = Perceived Behavioral Control

$\epsilon$  = Standard Error

## 3. RESULTS AND DISCUSSIONS

Before conducting tests on the research model, descriptive analysis of each variable, validity tests, reliability tests, and classical assumption tests, namely normality tests, multicollinearity tests, and heteroscedasticity tests, are performed on all the data to be processed. After all the tests are conducted, a multiple linear regression test is performed to determine the influence of the variables attitude, subjective norms, and perceived behavioral control on tax compliance. The results of the research hypothesis testing include T and F tests

**Tabel 1.** T-test and F-test

Model	Variable	B	Std. Error	Beta	t
1	(Constant)	2.228	12.764	–	0.175
	Attitude	1.521	0.459	1.403	3.314
	Subjective Norm	-0.200	0.454	-0.191	-0.441
	Perceived Behavior	-0.470	0.385	-0.405	-1.221
Dependent Variable: Taxpayer Compliance					

The t-test on the taxpayer attitude variable towards tax compliance yielded a t-test significance value of 0.001. The significance value of the t-test  $< 0.05$ , which means this independent variable has a positive effect on the dependent variable. Thus, the first hypothesis can be accepted. This statement is in line with the Theory of Planned Behavior, which states that attitude is one of the important factors in a person's actions (Ajzen, 2011; Alimbudiono, 2020). The attitude of taxpayers indeed has a positive influence on taxpayer compliance (Bhat et al., 2024). This is in line with Dularif and Rustiarini (2022), who state that one of the factors that lead someone to choose to comply with taxes is how they perceive the government's transparency regarding the use of taxes that have been paid by taxpayers. Because if someone feels a lack of transparency or distrust towards the government, it will change their attitude in the opposite direction (Daiyabu et al., 2023).

However, the results of this study do not align with Bakar et al. (2023) and Agbetunde et al. (2022), who stated that if taxpayers still feel there is injustice in the tax assessment, they will adopt a non-compliant attitude towards taxes. Their mindset is that with different incomes, they are still subjected to the same tax. This becomes the main task of the government to conduct socialization to taxpayers so that they are willing to change that perspective. This is because each income has its own tax rate. If the government gains trust regarding tax rates, taxpayers will have a compliant attitude towards taxes and will be more open to fulfilling their tax obligations (Dularif & Rustiarini, 2022). A study conducted in Malaysia shows that, in general, the public has a very positive attitude towards tax compliance (Mohd Faizal et al., 2017). This indicates that they actually understand the purpose of paying taxes and believe that the government will use their tax payments very well. However, this is not in line with the study conducted by Benk et al. (2011), which states that attitudes do not influence taxpayer compliance if there is a lack of transparency from the government regarding the management of tax money (Dularif & Rustiarini, 2022).

The t-test on the subjective norm variable against compliance has a t-test significance value of 0.660. The significance value of the t-test is greater than 0.05, which means this independent variable does not affect the dependent variable. Thus, the second hypothesis is rejected. The subjective norm of a person is formed by two factors, external factors (environment) and internal factors (within oneself). Social factors are also referred to as social norms, and internal factors can also be called moral norms. These two norms are what shape subjective norms. The surroundings becomes one of the important factors for someone to be able to act, because essentially we humans are social beings, so whether consciously or unconsciously we will follow our social norms (Garcia et al., 2020).

Previous studies that do not align with the results of this study indicate that subjective norm influences tax compliance (Kiconco et al., 2019). This is because the supporting factor is that social norms are that the government and society have a positive view of the need for national development (Dularif & Rustiarini, 2022). They realize that to build, money is needed, which comes from taxes. Another study also states that the surrounding environment has a positive influence on taxpayer compliance (Bakar et al., 2023). But this is contrary to research stating that the surrounding environment does not make someone compliant with taxes (Kiconco et al., 2019), which indicates that there is no relationship between subjective norm and tax compliance. Subjective norm itself also becomes ineffective if the community has individualistic social norms and does not care about the funding needs for governance and development (Musah et al., 2025).

The t-test on the Perceived Behavioral Control variable of taxpayers towards tax compliance has a significance level of 0.224. This result can be concluded that the third hypothesis is rejected because the variable perceived behavioral control does not have an influence on tax compliance. Perceived Behavioural Control is defined as a reaction or action taken based on past experiences. Many factors can influence how a person's beliefs and abilities in tax payment. (Bhat et al., 2024). The next important point is how often people choose not to pay taxes, even though they know it is necessary to fulfill (Bakar et al., 2023). This is because they feel that their personal needs are many and must be fulfilled, and they are unable to control those expenditures. Of course, this is in stark contrast to the desires of the tax authorities. Taxes are the largest source of revenue. Low knowledge of taxation and money management causes a decrease in an individual's tax compliance (Zikrulloh, 2024). The constantly changing tax regulations also cause taxpayers to feel unable to master the rules and ultimately not pay taxes.

In line with this study, there are still many people who hide their income from what should be reported, because they do not trust the government (Musah et al., 2025). But in contrast to the research conducted by Musah et al. (2025), which states that perceived behavioral control has a positive influence because they are willing to pay since they know they are capable and able to pay. This means that taxpayers are actually capable of self-control in order to comply with tax compliance. An important point to note is that taxation requires strong law enforcement. so that even if taxpayers feel unable to pay, they will be forced to pay due to the regulations that require it.

#### **4. CONCLUSIONS**

This research shows that taxpayer attitudes have a significant influence on tax compliance, while subjective norms and perceived behavioral control do not have a significant impact. Therefore, the government need to focus on efforts to improve taxpayers' positive attitudes towards tax compliance through more effective education and socialization. In addition, it is necessary to evaluate why the public has not yet developed a positive attitude towards tax compliance, which results in subjective norms not having a significant impact. Lastly, the study results also found that perceived behavioral control does not significantly affect tax compliance. This also implies that the country's tax revenue is not maximized. The limitation of this study is that the respondents come from rural areas, which results in them having insufficient income to pay taxes, and the tax officers in these areas are also less strict in enforcing the tax law. Further studies can be conducted on comparing tax compliance in rural and urban areas and seeing whether respondents from major cities who possess higher knowledge and capabilities will exhibit different behavior

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