PENGARUH NORMA SUBJEKTIF DAN KEWAJIBAN MORAL TERHADAP KEPATUHAN WAJIB PAJAK UMKM DENGAN KEPERCAYAAN PADA PEMERINTAH SEBAGAI VARIABEL MODERASI

THE EFFECT OF SUBJECTIVE NORMS AND MORAL OBLIGATIONS ON COMPLIANCE OF SME TAXPAYERS WITH TRUST IN THE GOVERNMENT AS MODERATING VARIABLES



By: Ermayandi Salsa Billa Alzahwa 20180420325

Accounting Study Program
Faculty of Economics and Business
Muhammadiyah University of Yogyakarta
2021

PENGARUH NORMA SUBJEKTIF DAN KEWAJIBAN MORAL TERHADAP KEPATUHAN WAJIB PAJAK UMKM DENGAN KEPERCAYAAN PADA PEMERINTAH SEBAGAI VARIABEL MODERASI

THE EFFECT OF SUBJECTIVE NORMS AND MORAL OBLIGATIONS ON COMPLIANCE OF SME TAXPAYERS WITH TRUST IN THE GOVERNMENT AS MODERATING VARIABLES

UNDERGRADUATE THESIS

Submitted as a Partial Fulfillment of the requirement for the Attainment of the Bachelor Degree of Economics in International Program of Accounting, Faculty of Economics and Business, University Muhammadiyah of Yogyakarta



By: Ermayandi Salsa Billa Alzahwa

Faculty of Economics and Business

Accounting Study Program

Muhammadiyah University of Yogyakarta

2021

20180420325

DECLARATION PAGE

Herewith, I

Name : Ermayandi Salsa Billa Alzahwa

Student Number : 20180420325

I declare that the undergraduate thesis entitled "THE EFFECT OF SUBJECTIVE NORMS AND MORAL OBLIGANTIONS ON COMPLIANCE OF SME TAXPAYERS WITH TRUST IN THE GOVERNMENT AS MODERATING VARIABLES" is my own original work to fulfil the requirement for the degree of Sarjana Akuntansi (S.Ak) in Faculty of Economics and Business of University Muhammadiyah of Yogyakarta. It does not include any content previously written or published by other people, except those indicated in reference list. If there is any violation of scientific ethics found in this study, I am the only one responsible and willing to accept sanctions.

Yogyakarta, January 15, 2022

Ermayandi Salsa Billa Alzahwa

DEDICATION PAGE

The gratitude that I never cease to say to Allah SWT who has given the blessings of health so that I can complete my final task with smoothly and without significant problems. Greetings and greetings that are not forgotten are spoken to the Prophet Muhammad SAW who has brought us to the brightest times for all mankind.

All the effort and passion that is endless to this point, with the birth of a work that

I dedicate to Mama, Mba, and My family that has provided support and

motivation in any form, because with the wishes of a mother and family that made

me get to this point and became my reason to be here.

Mr. Afrizal Tahar as my guidance lecturer, who is always patient in guiding to work on proposals to thesis, so that I can finish my thesis well.

Mrs. Dra. Arum Indrasari As my favorite lecturer at UMY, thank you for guiding, motivating, and giving all directions to be the best person.

To my best supporters **Muhammad Fajar**, **Yolanda Savira Rizaldi**, and **Sri Nuranisa Maida**, thank you for always being there and accompanying me
wherever and even, always giving happiness in my teenage life.

PREFACE

Assalamu'alaikum Wr. Wb.

All praise to Allah SWT who has given the blessings of health, ease, and grace to be able to complete this thesis. Shalawat and greetings do not forget to be spoken to the great Prophet Muhammad SAW who has brought us all from the dark ages to the brightest as it is today.

This thesis was compiled with the title "The Effect of Subjective Norms and Moral Obligations on Compliance of SME Taxpayers through Trust in government as Moderation Variable" which aims to meet academic requirements to earn a bachelor's degree in Accounting at the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta.

This thesis writing is inseparable from guidance and support from various parties. Therefore, on this occasion the author expressed his deepest gratitude with a sincere heart to:

- Mr. Prof. Dr. Ir. Gunawan Budiyanto, M.P., IPM as Rector of Muhammadiyah University of Yogyakarta.
- 2. Mr. Prof. Rizal Yaya, S.E., M.Sc., Ph. D., CA., Akt as Dean of the Faculty of Economics and Business, University of Muhammadiyah Yogyakarta.
- 3. Mrs. Dr. Dyah Ekaaari Sekar Jatiningsih, S.E., M.Sc., QIA., Ak., CA as Head of Accounting Study Program, University of Muhammadiyah Yogyakarta.

- 4. Mrs. Fitri Wahyuni, S.E., M.Sc as Director of International Study Program of Accounting University of Muhammadiyah Yogyakarta.
- 5. Mr. Afrizal Tahar, S.E., S.H., M.Acc., Ak., CA as a Thesis Guidance Lecturer who has guided and assisted the author in all aspects until the completion of this thesis. Thank you for providing good input, advice, and direction and patience in guiding the author to complete this thesis and always encourage the author to do his best in working on this thesis.
- 6. Mrs. Daisy Rizqi Putri, S.S., M.Pd as Language Training Center supervisor who has helped the author and given advice and directions to complete this thesis well.
- 7. Mrs. Dra. Arum Indrasari, M. Buss., Ak., CA as a Lecturer of Accounting Study Program who became one of the favorite lecturers of the author.
- 8. All Lecturers of Accounting Study Program and staff of the Faculty of Economics and Business, University of Muhammadiyah who have provided knowledge, provided services, and helped facilitate smoothness in the lecture process until this thesis was completed.
- Beloved my mama Dra. Hj. Ernawati, my sister Ermayoza Viviana, and all of my family who always support, provide motivation and prayer that has always been offered until now.
- 10. Dear friends who have helped, provided support, encouragement, and became a place to share in the process of this thesis.

11. All parties involved in the success of this thesis cannot be mentioned one by one. May Allah bless us and give his mercy to all of us.

The author realized that on this thesis there are still many shortcomings. Therefore, the author expects constructive advice and criticism for perfection in this thesis. The author hopes that this thesis provides benefits for the development of the advancement of Science, Hope and Do'a may be loved by Allah SWT, Aamiin ya Rabbal Alamin

Wassalamu'alaikum Wr. Wb.

Yogyakarta, January 15, 2022

Ermayandi Salsa Billa Alzahwa

CONTENTS

TITLE PAGE	i
SUPERVISOR APPROVAL PAGE	ii
EXAMINER APPROVAL PAGE	iii
DECLARATION PAGEError! Bo	okmark not defined.
MOTTO	v
DEDICATION PAGE	v <u>i</u>
ABSTRACT	iii
PREFACE	iii
CONTENTS	xi
LIST OF TABLES	xv
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
A. Background	1
B. Research Problem	9
C. Research Objectives	9
D. Benefits of Research	10
1. Theoretical Benefits	10
2. Practical Benefits	10
CHAPTER II LITERATURE REVIEW	
A. Theoretical Studies	
1. Theory of Reasoned Action (TRA)	12
2. Attribution Theory	
3. Theory Planned Behavior (TPB)	
4. Small and Medium Enterprises (SME)	16
5. Subjective Norms	17
6. Moral Obligations	
7. Trust in the Government	20
8. Tax Compliance	21

B.	Previous Research	23
C.	Hypothesis Development	28
1.	The effect of subjective norms on compliance of SME taxpayers	28
2.	The effect of moral obligations on compliance of SME taxpayers	29
3. st	The effect of trust in the government on the relationship between abjective norms and compliance of SME taxpayers	30
4. ol	The effect of trust in the government on the relationship between mora bligations and compliance of SME taxpayers	
D.	Research Model	32
CHAF	PTER III RESEARCH METHOD	34
A.	Objects and Research Subjects	34
B.	Data Type	34
C.	Sampling Techniques	34
D.	Data Collection Techniques	35
E.	Research Variables and Operational Definitions	35
1.	Dependent Variable	35
2.	Independent Variables	36
3.	Moderation Variable	38
F.	Data Analysis Techniques	41
1.	Statistical Analysis	41
2.	Model Evaluation	41
3.	Hypothesis Testing	44
4.	Structural Equation Analysis	45
CHAF	TER IV RESULTS AND DISCUSSIONS	46
A.	Research's Object/Subject Description	46
B.	Characteristics of Respondents	47
C.	The Quality Test of Instruments and Data	49
1.	Descriptive statistical test	49
2.	Model Evaluation	51
D.	Research Results	58
1.	The effect of subjective norms on compliance of SME Taxpayers	59
2	The effect of moral obligations on compliance of SME Taxpavers	59

	3. The effect of trust in the Government on the relationship between subjective norms and compliance of SME Taxpayers	60
	4. The effect of trust in the Government on the relationship between mor	al
	obligations and compliance of SME Taxpayers	
E	. Discussion	61
	1. The effect of subjective norms on compliance of SME Taxpayers	61
	2. The effect of moral obligations on compliance of SME Taxpayers	62
	3. The effect of trust in the Government on the relationship of subjective norms with compliance of SME Taxpayers	
	4. The effect of trust in the Government on the relationship of moral obligations with compliance of SME Taxpayers	64
	APTER V CONCLUSIONS, IMPLICATIONS, SUGGESTION, AND ITATION OF RESEARCH	66
A	Conclusion	66
В	. Implication	67
C	Suggestion	67
D	D. Limitations of Research	68
REF	FERENCES	70
APF	PENDIX I QUESTIONNAIRE	82
APF	PENDIX II RESPONDENT DATA TABALUTAION	89
A	. Taxpayer Compliance Data Tabulation	90
В	Subjective Norms Data Tabulation	99
C	Moral Obligations Data Tabulation	108
D	7. Trust in the Government Data Tabulation	l 17
APF	PENDIX III SPSS OUTPUT	126
A	Descriptive Statistics	127
APF	PENDIX IV SEM-PLS OUTPUT	128
A	Research Model	129
В	. Measurement Model	129
C	. Modified Model	130
D	Outer Loading	130
E	. Outer Loading Modified Model	131
E	Average Variance Extracted (AVE)	131

	G.	Fornell-Larckel	131
	Н.	Cross Loading	132
	I.	Cronbach's Alpha and Composite Reliability	132
	J.	Adjusted R-Square	132
	K.	T-Statistic and P-Value	132
Α.	PPF	NDIX V RESEARCH LICENSI	134

LIST OF TABLES

Table 3.1 Operational Definition Variable	39
Table 4.1 Total Number of Questionnaire	46
Table 4.2 Statistical Data of Respondent Characteristics	47
Table 4.3 Descriptive Statistical Test Results	49
Table 4.4 Outer Loading	52
Table 4.5 Outer Loading Modified Model	53
Table 4.6 Average Variance Extracted (EVA)	54
Table 4.7 Fornell-Larcker	55
Table 4.8 Cross Loading	56
Table 4.9 Cronbach's Alpha and Composite Reliability	57
Table 4.10 Value of Adjusted R Square	58
Table 4.11 <i>T-Statistic</i> and <i>P-Value</i>	

LIST OF FIGURES

Figure 2.1 Research Model	33
Figure 3.1 SEM-PLS Research Model	45
Figure 4.1 Measurement Model Output View	51
Figure 4.2 Modified Model View	54