

The Roles of Tax Morale, Tax Fairness, and Tax Simplicity in Enhancing Tax Compliance Behavior Through Tax Compliance Intention at The Jember Tax Office

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Abstract

Taxes play a very important role in financing various public needs. Enhancing tax compliance is crucial to increasing tax revenues. This study aims to investigate the impact of tax morality, tax fairness, and tax simplicity on tax compliance behavior through tax compliance intentions at the Jember Tax Office. The sample used was 400 respondents. This study uses the Structural Equation Modelling (SEM) model. The results show that tax moral, tax fairness, tax simplicity, and tax compliance intention have a direct and significant effect on tax compliance behavior, respectively. A similar phenomenon also occurs in the connections between tax morals, tax fairness, and tax simplicity with tax compliance intention. Tax compliance intention acts as a mediator of the relationship between tax fairness and tax compliance behavior. On the other hand, tax compliance intention cannot mediate the correlation between tax morality and tax compliance behavior as well as the relationship between tax simplicity and tax compliance behavior.

Keywords:

Tax Morale; Tax Fairness; Tax Simplicity; Tax Compliance Intention; Tax Compliance Behavior.

1. INTRODUCTION

Taxes play a crucial role in Indonesia. Taxes are mostly used to fund various public needs in the form of health costs, fuel subsidies, education costs, infrastructure development, civil servant salaries, construction of public facilities, and other public needs. It is natural that taxes are treated as the main source of state revenue because state revenue comes from limited natural resources.

Tax authorities generally focus on increasing taxpayer compliance so that tax revenues increase. Tax compliance means the behavior of the Taxpayer to accomplish all his tax obligations. Kirchler (2007) stated that tax compliance is based on two motivations, namely enforced compliance which means tax compliance due to the existence of coercive elements, and voluntary compliance means tax compliance due to the voluntary nature of the community.

The Jember Tax Office's Non-Employee Individual Taxpayers continue to have a low degree of compliance, the researcher discovered. The percentage of taxpayers who file an annual tax return can be used to gauge their degree of tax compliance.

Table 1. Data on the Percentage of Compliance with Annual Tax Returns of Non-Employee Individual Taxpayers at Jember Tax Office in 2019-2023

Tax Year	Taxpayers Mandatory Tax Return	Taxpayers Reports Tax Return	Compliance Percentage
2019	10.572	5.003	47,32%
2020	17.434	5.689	32,63%
2021	24.241	6.502	26,82%
2022	30.243	7.132	23,58%
2023	34.370	8.004	23,29%

Source: Jember Tax Office, data processed by researchers (2024)

Based on the data in Table 1, this research is very important to be carried out. The relevance of this group's election is because they have a greater chance of avoiding taxes. The percentage of the taxpayer's compliance rate is still relatively below 50% from 2019 to 2023.

Ensuring tax compliance is undoubtedly a difficult task for governments around the world. Even most developed and developing countries suffer from low tax compliance (Al-Zaqeba & Al-Rashdan, 2020). According to Roth et al. (1989), tax compliance means that income is reported appropriately, expenses are reported appropriately to the rightful party, and a certain amount of money is paid accurately within the specified period (Devos, 2014). Public compliance to fulfill their tax obligations can allegedly be influenced by several factors, including tax morale, tax fairness, tax simplicity, and tax compliance intentions.

Tax morale is one of the things that can boost tax compliance. An innate incentive to follow the law and pay taxes to voluntarily contribute to the implementation of public goods is known as tax morality (Torgler & Schneider, 2005). Tax morality is a significant component that helps to understand the reason behind people are truthful about their taxes. Tax compliance increases if the taxpayer has a high moral value, because morality is an attitude that encourages individuals to behave in accordance with the provisions and have a positive form of action. Many researchers point to empirical evidence that tax morale contributes to enhancing tax compliance (Cahyonowati et al., 2023; A. L. Lesmana & Setyadi, 2020; Mat Jusoh et al., 2021; Meiryani et al., 2023; Trifan et al., 2023). However, there are other studies that show tax compliance is not affected by tax morale (Daryatno, 2023).

Tax fairness is the next factor that can help increase tax compliance. According to Leon (2016), tax fairness means that the taxes charged must be proportional (in line) with the ability of the taxpayer in terms of tax payment. Taxpayers are more likely to comply with tax regulations if they perceive the tax system as fair and if taxes are levied according to their financial situation. Prior studies have demonstrated that tax justice influences tax compliance rates (Al Masyhari et al., 2024; Alam & Ernandi, 2022; Cahyonowati et al., 2023; Fajriana et al., 2023; Inasius, 2019; Nartey, 2023; Nguyen, 2022; Pertiwi et al., 2020; Trifan et al., 2023). However, other researchers have shown a different result, specifically that tax fairness does not significantly contribute to enhancing tax compliance (Arifiani & Asyik, 2019; Shafara d., 2022).

The other component that can increase tax compliance is tax simplicity. The term "tax simplicity" refers to a variety of concepts, including the simplification of the tax itself, of the tax code, of tax forms, of explanatory materials, and so forth. (James et al., 2016). A simple tax system tends to be more transparent and easier for taxpayers to understand. This facilitates the understanding of tax duties by taxpayers, including the application of tax legislation and rates, as well as the process of tax calculation and reporting. Errors in filling out tax forms and unintentional errors that can lead to potential tax problems can be reduced and avoided. Research conducted by previous researchers has proven that tax simplicity improves taxpayer behavior to comply (Cahyonowati et al., 2023; Eneh et al., 2022; Mat Jusoh et al., 2021; Nasution et al., 2020; Owusu et al., 2021). However, there are also studies that show that tax simplicity does not improve taxpayer behavior to comply (Satyadini & Rosid, 2023).

The last factor that can increase tax compliance is intention. Tax compliance intention refers to the individual's inclination to adhere to tax regulations (Slemrod, 2007). Tax compliance means that taxpayers pay all taxes owed on time and report their tax reports correctly (Roth et al., 1989). An individual's intention or awareness to obey with their tax obligations can be the main motivation for complying with tax rules. If taxpayers have a strong intention to participate in a fair social and economic life, they typically have a strong desire to fully adhere to their tax duties. This is in accordance with previous research, namely that tax compliance intentions influence high tax compliance behavior (Al-Zaqeba & Al-Rashdan, 2020; Alam & Ernandi, 2022; Anugrah & Fitriandi, 2022; Hayat et al., 2022; Kantohe & Kambe, 2021; Khristy et al., 2022). However, the research conducted by Oktaviani (2015) signifies that the intention has no impact on the enhancement of tax compliance.

Tax compliance intentions can allegedly increase with tax morale, tax fairness, and tax simplicity. The fundamental drive to comply with tax laws and pay them to the voluntary contribution made by individuals towards the funding of public benefits is known as tax morality (Torgler & Schneider, 2005). The intention of tax compliance refers to the willingness and intention of individuals and businesses to adhere to tax rules and regulations (Slemrod, 2007). Individuals who have a strong perception of the moral duty to fulfill tax obligations tend to have a higher intention to comply with the tax rules. They see tax contributions as part of the social contract to support public services and infrastructure provided by the government. This aligns with the findings of another research (Al-Zaqeba & Al-Rashdan, 2020; Hayat et al., 2022; Kantohe & Kambe, 2021; Khristy et al., 2022; Owusu et al., 2021; Saptono & Khozen, 2023; Taing & Chang, 2020). However, tax morale can not always increase tax compliance intentions as researched by Wardani et al. (2022).

The next factor that affects tax compliance intentions is tax fairness. Tax fairness means that taxes are fair and equitable (Smith, 1962), proportional (Leon, 2016) and the principle of equality (Langen, 1954). An equitable allocation of the tax burden among taxpayers in accordance with their financial capacity is a component of tax fairness. If taxpayers perceive that the tax rate is applied proportionally and not unfairly burdensome, they are more inclined to adhere to the tax regulations. This is in line with previous research which stated that tax fairness has an impact on increasing taxpayers' intention to comply (Nature & Ernandi,

2022; Hayat et al., 2022; Saptono & Khozen, 2023; Taing & Chang, 2020). On the other hand, Khozen & Setyowati (2023) provided research suggest that tax morale does not influence tax compliance intentions.

Tax simplicity is the next factor that influences tax compliance intentions. The definition of tax simplicity can mean rules, literature, simple forms and so on (James et al., 2016). When tax rules are not complicated and the tax calculation and reporting process is easy to do, taxpayers will show more confidence and a strong inclination toward adhering to tax rules. An earlier investigation has shown that tax simplicity has a crucial role in tax compliance intentions (Kaulu, 2022; Khristy et al., 2022; Owusu et al., 2021; Saptono & Khozen, 2023; Sebhat & Assfaw, 2019; Taing & Chang, 2020). Although, other studies have given the opposite result, namely tax simplicity does not affect tax compliance intentions (Syakura et al., 2022).

The occurrence and findings of previous investigations clearly demonstrate that there is still a tax compliance rate that is less than 50%. As a result, the theme of this study was the relationship between tax compliance intentions and behaviors and the importance of tax morale, tax fairness, and tax simplicity.

1.1. Tax Compliance Behavior

Theoretically, tax compliance is defined as a decision under uncertainty (Allingham & Sandmo, 1972; Gemmell, 2016). Taxpayers will comply with the provisions of the law and pay taxes honestly or commit deviations that are at risk of facing fines and even criminal penalties. As the psychological perspective develops, what constitutes tax compliance also begin to change. The willingness of the taxpayer to pay taxes is referred to as tax compliance (Kirchler, 2007). More practical and detailed, Roth et al. (1989) Tax compliance means that income is reported appropriately, expenses are reported appropriately to the rightful party, and an accurate amount of money is paid within a specified time frame (Devos, 2014).

1.2. Tax Compliance Intention

According to Slemrod (2007), the intention of tax compliance is the desire to abide by tax laws, which is determined by various causes including morality, the perception of fairness, and the possibility of penalties. His book *Cheating Ourselves: The Economics of Tax Evasion* is where this definition originated. Taxpayers act with the inclination or decision to abide by the law when they plan to do so (Lesmana et al., 2017). The desire to adhere to tax laws indicates a person's readiness and willingness to contribute financially to the government through tax payments (Saptono & Khozen, 2023; Taing & Chang, 2020).

1.3. Tax Morale

A common definition of tax moral is the internal drive to file taxes (Pope & Mohdali, 2010). Meanwhile, Braithwaite and Ahmed (2005) Prefer to interpret it as an internal willingness to pay taxes. According to Tekeli (2011), tax morality refers to an individual's inclination to pay taxes. Furthermore, Torgler and Murphy define tax morality as the moral standards or ideals that people uphold regarding filing taxes (Pope & Mohdali, 2010; Torgler & Murphy, 2004). To provide a more comprehensive explanation, tax morality might be defined as the innate incentive to cooperate and pay taxes to voluntarily contribute to the realization of public goods (Torgler & Schneider, 2005).

1.4. Tax Fairness

In the book *A Theory of Tax Fairness*, tax fairness means that everyone who has more income, should pay taxes at a higher rate (Moromisato, 2014). According to Smith and Kinsey (1987), taxpayers perceive this as reasonable when taxes are based on their financial capacity. Previously, Smith (1962) has introduced the principle of equality. The principle of equality explains that the tax must be fair and equitable and there should be no discrimination in tax collection so that the imposition of taxes must be in line with the ability to pay taxes. Leon (2016) conveying the principle of equality or theoretical justice. Equality or theoretical justice means that the tax burden should be appropriate with the taxpayer's capacity to pay taxes. Langen (1954) describes the principle of tax justice with the name of the principle of equality. The principle of equality is that every same situation of the taxpayer should also be subject to the same tax. Thus, there should be no discrimination in tax collection.

1.5. Tax Simplicity

Tran-Nam (1999) distinguishes between these two ideas of tax simplicity by defining effective simplicity as the ability to fulfill tax duties precisely and legal simplicity as the explanation of simple regulations. Tax simplicity refers to the process of making taxes easier to understand and comply with. This includes simplification of tax law, simplification of tax forms, simplification of explanatory literature, and so on (James et al., 2016). Tax simplicity can be defined by two major criteria, namely certainty and efficiency (Jones et al., 2013). Certainty means that every taxpayer must know the tax that should be paid before making a payment and must be able to know it without too much difficulty. Efficiency means that a simple tax system should result in low compliance costs.

1.6. Theory Planned Behavior (TPB)

A psychological theory called the Theory of Planned conduct is used to forecast conduct in people based on their intention to carry out the action (Ajzen, 1991). Various studies in the field of taxation have been carried out using Theory Planned Behavior (TPB). For example, Anugrah & Fitriandi (2022) used attitude variables, subjective norms, perceived behavioral control, tax compliance intentions, and tax compliance behaviors to investigate the extent of taxpayer compliance in the DGT Papua, West Papua, and Maluku Regional Offices. Next Taing & Chang (2020) conducted a tax compliance intention test on residents in Phnom Penh, Cambodia. Three elements make up behavior, according to TPB: attitude, perceived behavioral control, and subjective norms. Taing & Chang (2020) divided the three elements into seven determinants: tax morality, tax fairness, tax complexity, sense of authority and faith in the government, tax information, and tax awareness. According to his research's findings, just three factors—tax morality, tax fairness, and tax complexity—prove to have a meaningful impact on tax compliance intentions.

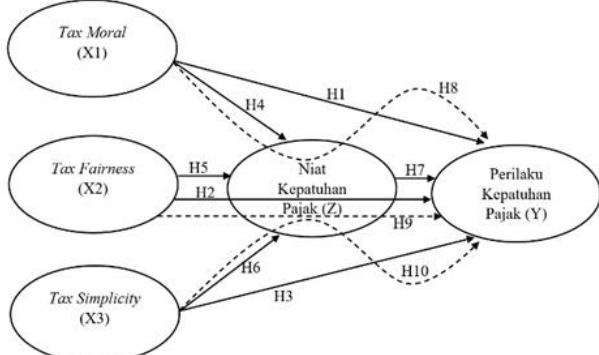


Figure 1. Theoretical Framework

2. RESEARCH METHOD

In order to adhere to scientific criteria such as being concrete, empirical, objective, measurable, logical, and methodical, this research applies quantitative and scientific procedures (Sugiyono, 2019). This study uses tax compliance intentions at the Jember Tax Office to investigate the effects of tax morale, tax fairness, and tax simplicity on tax compliance behavior. This study's population comprises all non-employee individual taxpayers who are registered at the Jember Tax Office and are required to report the Annual Tax Return in 2023 of 34,370 taxpayers. With a significance level of 5%, the sample was calculated using the Slovin formula, resulting in a minimum of 395.39 respondents per sample. This study uses a model Structural Equation Modelling (SEM) (Sholihin & Ratmono, 2021).

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Validity Test Results

- The variables X1, X2, X3, Z and Y show that all combined loading and cross loading are more than 0.70 and the p-value < 0.001. This result is in accordance with the criteria that have been determined.
- Each variable's AVE (Average Variances Extracted) value is greater than 0.50 demonstrating the construct's overall strong Convergent Validity measure.
- The square root of average variance extracted, or AVEs, number above is higher than the correlation or association between the constructs, according to Table 4.3. For instance, the X2 variable's AVE value of 0.957 is higher than 0.566.

3.1.2. Reliability Test Results

- Composite Reliability on Latent Variable Coefficients, all constructs meet the internal consistency reliability because the value is above 0.7.
- Cronbach Alpha on Latent Variable Coefficients, all constructs meet the internal consistency reliability because the value is above 0.6.

3.1.3. Inner Model Test Results

Model fit and quality indicators are used to test the inner model, and the findings are good. yields respectable outcomes for APC, ARS, AARS, SSR, and NLBDR values. The optimal range is occupied by the AVIF, AFVIF, SPR, and RSCR values. Within the large category is the GoF value.

The Adjusted R-square value for Tax Compliance Intention (Z) is 0.388, as shown in Table 4.14. This shows that the Tax Compliance Intention variable of 0.388 can be described by the independent variables Tax Moral (X1), Tax Fairness (X2), and Tax Simplicity (X3), while the remaining 0.612 can be explained by factors outside the model. In line with the requirement of ≤ 0.70 , the Adjusted R-square value for Tax Compliance Intention (Z) is ≤ 0.70 , demonstrating the model's capacity to explain variance. The Q-square value is another item to be aware of. Table 4.19's Q-square value > 0 indicates that the model possesses predictive capabilities, significance, implying that the parameter estimates and observation values derived from the model are both accurate. The table mentions two Q-square values: 0.393 and 0.682.

That can be used to determine the degree of influence-small, medium, or large-between variables. With an effect size of 0.104, the Tax Moral variable has a negligible effect on Tax Compliance Intention. With an effect size value of 0.184, the Tax Fairness variable had a moderate impact on Tax Compliance Intention. With an effect size value of 0.105, the Tax Simplicity variable has a negligible impact on Tax Compliance Intention. With an effect size value of 0.231, the Tax Moral variable has a moderate impact on Tax Compliance Behavior. With an effect size value of 0.119, the Tax Fairness variable had a negligible impact on Tax Compliance Behavior. With an effect size value of 0.146, the Tax Simplicity variable had a negligible impact on Tax Compliance Behavior. With an effect size value of 0.184, the Tax Compliance Intention variable had a moderate impact on Tax Compliance Behavior. The highest effect size value of all is the one that Tax Moral has on Tax Compliance Behavior.

3.1.4. Hypothesis Test Results

The Partial Least Square model is used for hypothesis testing in order to evaluate the structural link in the analysis of routes between latent variables, notably tax moral elements, tax fairness, tax simplicity, tax compliance intentions, and tax compliance behavior. In order to investigate the path coefficient between variables hypothesis, a 5% ($\alpha = 0.05$) comparison was performed between the alpha and P-value. If the P-value is less than 0.05, the hypothesis is accepted. The following are the results of the Partial Least Square test model used in the WarpPLS 7.0 program.

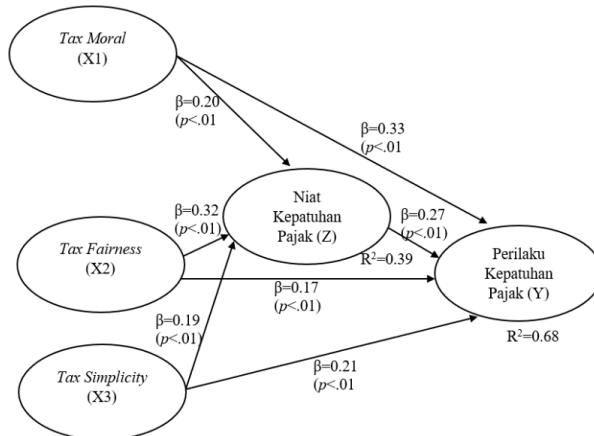


Figure 2. Path analysis conducted

3.1.5. Direct Effect Test Results

According to the shown model results, the correlation between variables in the form of direct effects can be found. Hypotheses 1, 2, 3, 4, 5, 6, and 7 give the results as expected, namely independent variables have a positive and significant effect on the dependent variables.

3.1.6. Indirect Effect Test Results

The relationship between variables in the form of indirect effects can be known through the following table 2.

Tabel 2. Total Effect

	Direct		Indirect		Result
	β	P-value	β	P-value	
$X1 \rightarrow Y$	0,33	$P<0,01$	0,056	0,056	no mediation
$X2 \rightarrow Y$	0,17	$P<0,01$	0,087	0,007	has a mediation
$X3 \rightarrow Y$	0,21	$P<0,01$	0,053	0,066	no mediation

Source: WarpPLS 7.0 output data, processed by researchers (2024)

Based on table above, hypotheses 8, 9, and 10 yield varying test results, specifically:

- a. Hypothesis 8's results indicated that tax compliance behavior (Y) and tax morality (X1) are not mediated by tax compliance intention (Z).
- b. Tax compliance intention (Z) aids the correlation between tax fairness (X2) and tax compliance behavior (Y), according to the results of the hypothesis 9 test.
- c. The findings of hypothesis test 10 indicated that there is no mediating role for tax compliance intention (Z) regarding the connection between tax morality (X3) and tax compliance behavior (Y).

3.2. Discussion

3.2.1. The Effect of Tax Morale on Tax Compliance Behavior

Individuals or communities with heightened moral consciousness regarding the significance of contributing taxes for the collective welfare are more inclined to fulfill their tax obligations and reduce instances of tax evasion. This study corroborates the findings of previous research conducted by Cahyonowati et al., (2023); Meiryani et al. (2023); and Trifan et al. (2023), which demonstrate that tax morale exerts a favorable and substantial influence on tax compliance behavior. The study's findings indicate a strong and statistically significant correlation ($\beta = 0.33$, p -values < 0.01) between tax morale and tax compliance behavior. This illustrates how individuals' attitudes and ideas regarding the importance of promptly and accurately filing and paying taxes can impact their capacity to effectively adhere to tax regulations.

3.2.2. The Effect of Tax Fairness on Tax Compliance Behavior

With a $\beta = 0.17$ p -value < 0.01 , the study's results showing how tax fairness affects tax compliance behavior are positive and statistically significant. This implies that the fairness of the tax system, rates, and treatment of the authorities have a significant and positive influence on the extent to which taxpayers comply with their obligations. A fair tax system must include an equitable distribution of the tax burden among taxpayers. Taxpayers may be less inclined to fulfill their responsibilities if they believe the system is unjust, for example, if it is unduly onerous for groups or exhibits discriminatory preferences. Compliance behavior is additionally affected by the suitable tax rate. If taxpayers believe their contributions are proportionate to the advantages they obtain from public services, reasonable and fair tax rates can promote compliance. The way tax authorities treat taxpayers, including the transparency of the tax system, the fairness of law enforcement, and the clarity of legislation, influences the behaviour of compliance as well. The present study corroborates earlier investigations by Al-Rahamneh & Bidin (2022); Trifan dkk. (2023); and Al Masyhari et al. (2024), demonstrating a noteworthy and affirmative impact of tax fairness on tax compliance behavior.

3.2.3. The Effect of Tax Simplicity on Tax Compliance Behavior

The study's results have been published and show a significant and favorable link ($\beta = 0.21$ p -values < 0.01) regarding tax compliance behavior and tax simplification, there exists a relationship. This illustrates how simplifying laws, regulations, and calculations can increase taxpayer compliance rates, reduce administrative costs, and increase public trust in the tax system. Simplified processes, rules, and tax computation methods make it simpler for taxpayers to comprehend what the government expects of them. This lessens misunderstandings and uncertainty, which can be the primary reason for failure to adhere to tax regulations. The actions that taxpayers need to do to fulfill their tax obligations are readily apparent. They don't feel overly burdened or scared by bureaucracy. This study confirms earlier studies by Khristy et al. (2022); Cahyonowati et al. (2023); and Owusu et al. (2021) that the simplicity of tax laws has a positive and substantial effect on the behavior of taxpayers in complying with tax regulations.

3.2.4. The Effect of Tax Morale on Tax Compliance Intentions

The study's findings, which demonstrate a positive and substantial relationship between intentions to comply with taxes and tax morale ($\beta = 0.20$, p -values < 0.01), support this theory. This implies that moral convictions or opinions about the need of paying taxes correctly and fairly have a substantial impact on how strictly someone plans to follow the tax regulations. People who have a high tax morale have a strong internal incentive to pay their taxes. They follow tax laws not simply for fear of repercussions or penalties but also because they think it is the ethical and moral thing to do. They can take a more proactive approach to appropriately following the regulations and avoid searching for ways to lower their tax obligations. This study corroborates previous research conducted by Taing & Chang (2020); Khristy et al. (2022); and Saptono & Khozen (2023), which establishes a positive and substantial impact of tax morale on the inclination to adhere to tax regulations.

3.2.5. The Effect of Tax Fairness on Tax Compliance Intentions

Research on the impact of tax fairness on tax compliance intentions has demonstrated a statistically significant and favourable correlation, with a $\beta = 0.32$ p -value < 0.01 . This makes it clear that people's perceptions of tax justice have a significant impact on how much they plan to follow by the law. A fair tax burden distribution among taxpayers is referred to as fairness of tax rates. How the laws are implemented and how tax obligations are viewed overall are two aspects of the tax system's fairness. Reducing confusion and

fostering trust among taxpayers is another benefit of receiving good treatment from the government. Therefore, it is possible to significantly and favourably influence taxpayers' intentions to comply with tax laws by making sure that tax rates, the tax system, and tax authorities are all handled fairly and consistently. Ensuring an equitable, dependable, and efficient tax environment for all stakeholders is contingent upon this. This study confirms other research by Taing & Chang (2020); Nature & Ernandi (2022); and Saptono & Khozen (2023) showing tax fairness has a favourable and significant impact on tax compliance intentions.

3.2.6. The Effect of Tax Simplicity on Tax Compliance Intentions

The findings of the studies conducted on the impact of tax simplicity with $\beta = 0.19$ $p\text{-values} < 0.01$, it demonstrates a strong and favourable impact on the intentions of tax compliance. This implies that people's perceptions of the ease of tax laws, tax computation, and reporting procedures have a substantial impact on how much they plan to comply with them. These guidelines are easier for taxpayers to understand because they are simple tax requirements. They can comprehend exactly what is expected of them in terms of figuring out the taxes owed, the steps involved in reporting, and the deadlines that apply. A thorough comprehension aids in minimising misunderstandings and errors when adhering to tax regulations. The present investigation corroborates other studies by Taing & Chang (2020), Khristy dkk. (2022), and Khozen & Setyowati (2023) demonstrating a positive and noteworthy impact of tax simplicity on the intention to comply with tax laws.

3.2.7. The Effect of Tax Compliance Intention on Tax Compliance Behavior

With a value of $p\text{-values} < 0.01$ and $\beta = 0.27$ the research findings indicate a statistically substantial and favourable relationship between tax compliance conduct and intentions. This implies that a person's strong incentive or desire to abide by tax regulations has a considerable impact on their behaviour linked to tax compliance. Among the most significant things in promoting effective tax compliance behaviour is a strong intention to follow tax laws. This demonstrates how crucial it is for society to develop and preserve strong internal motivation and a commitment to tax compliance. The present study corroborates earlier studies by Al-Zaqeba & Al-Rashdan (2020); Kantohe & Kambe (2021); and Khristy et al. (2022) demonstrating a noteworthy and affirmative impact of tax compliance intentions on tax compliance behaviour.

3.2.8. The Effect of Tax Morale on Tax Compliance Behavior through Tax Compliance Intentions

The investigation's findings showed that the impact of tax morale on individuals' compliance with tax obligations through tax compliance intentions is included in the category of no mediation effect. This can be seen from the $p\text{-values}$ of indirect effect of 0.056 and the path coefficients of indirect effect of 0.056. Considering the impact of tax morale on tax compliance behaviour, this indicates that tax compliance intentions do not act as a mediator that directly connects tax morale (perception of morale in paying taxes) and tax compliance behavior (actual level of compliance with tax rules). Although tax compliance intentions are not mediators in the relationship between tax morale and tax compliance behavior, it does not reduce the complexity of other factors that can affect tax compliance. For example, factors such as personal knowledge and experience can also play an important role in determining how well a person complies with tax rules.

3.2.9. The Effect of Tax Fairness on Tax Compliance Behavior through Tax Compliance Intentions

The study's findings revealed the significant influence of tax fairness. The adherence of individuals to tax regulations is directly determined by their tax compliance goals, and this behavior is influenced by mediation. This is evident from the indirect impact path coefficients of 0.087 and the indirect effect $p\text{-values}$ of 0.007. This means that in the context of influence tax fairness to tax compliance behavior, tax compliance intentions act as a mediator that directly connects tax fairness (perception of fairness of tariffs and tax systems and treatment of authorities) and tax compliance behavior (actual level of compliance with tax rules). This study is contrary to previous research conducted by Arifiani & Fun (2019) and Nature & Ernandi (2022) which shows that the variable tax fairness to tax compliance behavior, the intention of tax compliance does not act as a mediator for hotel taxpayers at the Regional Financial and Tax Management Agency of the city of Surabaya.

3.2.10. The Effect of Tax Simplicity on Tax Compliance Behavior through Tax Compliance Intentions

The study's findings disclosed that the influence of tax simplicity on tax compliance behavior through tax compliance intentions cannot have a mediation effect. This is seen from the $p\text{-values}$ of indirect effect of 0.066 and the path coefficients of indirect effect of 0.053. In the context of the impact of tax simplicity on tax compliance behavior, tax compliance intentions do not serve as a mediator that directly links tax simplicity (the simplicity of regulations, calculations, and procedures for fulfilling tax obligations) and tax compliance behavior (the actual level of adherence to tax rules).

4. CONCLUSION

Research indicates that tax compliance behavior is influenced in a direct and significant manner by tax morale, tax fairness, tax simplicity, and tax compliance intention, in that order. Similarly, this phenomenon delineates the correlation between the intention to adhere to tax obligations and the ethical, equitable, and uncomplicated characteristics of taxation. The propensity to adhere to tax regulations acts as an intermediary in the relationship between tax equity and tax compliance behavior. Nevertheless, the desire to adhere to tax obligations does not serve as a mediator for the relationship between tax compliance behavior and morale, nor does it establish a connection between tax simplicity and compliance behavior.

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