

ABSTRACT

The tax compliance rate of SMEs in Semarang City has experiencing low compliance and a significant decline, with a decline influenced by various internal and external factors such as economic conditions and the taxation system. Although the economic recovery policies implemented by the government temporarily improved compliance, it decreased again in the following year. This indicates that the compliance rate still requires more attention to achieve the expected stability. The purpose of this study is to analyze the influence of tax morale, tax fairness, personality traits, trust in government, sanction, tax complexity, and perception of law enforcement on the tax compliance of SMEs in Semarang City.

This research uses a quantitative approach with a survey method involving questionnaires to SME actors to obtain primary data. The sampling method was conducted using purposive sampling, with a sample of 110 respondents. The independent variables in this study include tax morale, tax fairness, personality traits, trust in government, sanction, tax complexity, and perception of law enforcement, while the dependent variable is tax compliance. The data collected was processed through a hierarchical component model (HCM).

The results of the study show that the variables tax morale, tax fairness, personality traits, sanction, tax complexity, and perception of law enforcement have a positive and significant effect on tax compliance. Meanwhile, the variable trust in government does not significantly influence tax compliance. Based on the analysis of the coefficient of determination, the independent variables influence tax compliance by 72.2%, with the remaining 28.8% influenced by other variables. As for the mediation variable tax morale, the independent variables influence tax morale by 70.8%, with the remaining 29.2% influenced by other variables.

Keywords: *tax morale, tax fairness, personality traits, trust in government, sanctions, tax complexity, perception of law enforcement, tax compliance.*