

ABSTRACT

This study aims to examine and analyze the influence of taxpayer awareness, tax socialization and service quality to taxpayer compliance. The sample of this research is the Tax Officer and the extension section at the Office of SAMSAT CPDPD Province of Bandung Region III Soekarno Hatta. The method used in this research is descriptive and verifikatif method. Data collection techniques are done through primary data by distributing questionnaires.

The analysis used in this research is validity and reliability test instrument, normality test, multiple regression analysis, collation analysis, hypothesis testing, and determination coefficient analysis. Number of population in this research is 32 people, while sample technique used is saturated sample.

Based on the results of research that has been done can be seen that the partial awareness of taxpayers give the effect of 21.7% on taxpayer compliance, tax socialization gives 34% effect on taxpayer compliance and service quality gives the effect of 17.6% on compulsory compliance tax. Simultaneously awareness of taxpayer, tax socialization, and service quality has an effect of 73.3% of taxpayer compliance. While the remaining 26.7% influenced by other factors not examined in this study.

Keywords: Taxpayer Awareness, Socialization of Taxation, Quality of Service, Taxpayer Compliance.