

ABSTRAK

Penelitian ini bertujuan untuk mengetahui secara empiris mengenai Pengaruh *Tunneling Incentive*, Mekanisme Bonus dan *Leverage* Terhadap *Transfer Pricing* dengan *Tax Minimization* sebagai variabel Modeasi pada Perusahaan *Consumer Non- Cyclicals* yang terdaftar di Bursa Efek Indonesia (BEI) Tahun 2018-2022.

Populasi dari penelitian ini adalah perusahaan *Consumer Non- Cyclicals* yang terdaftar di Bursa Efek Indonesia (BEI) pada tahun 2018-2022 berjumlah 125 perusahaan. Metode penelitian menggunakan *non probability sampling* dengan teknik purposive sampling dengan menghasilkan sampel 34 perusahaan yang memenuhi kriteria. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan asosiatif. Penelitian ini menggunakan data sekunder berupa laporan keuangan yang diperoleh dari *website* resmi masing-masing perusahaan dan *website* www.idx.co.id. analisis asosiatif yang digunakan dalam penelitian ini terdiri dari analisis asumsi klasik, uji hipotesis (uji t), analisis regresi logistik, analisis koefisien korelasi, analisis koefisien determinasi, dan *moderate regression analysis* (MRA).

Berdasarkan hasil penelitian perusahaan *Consumer Non-Cyclicals* yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2018-2022. *Tunneling Incentive* berpengaruh positif signifikan terhadap *transfer pricing* sebesar 25,9%. Mekanisme Bonus berpengaruh positif signifikan terhadap *transfer pricing* sebesar 32,3%. *Leverage* berpengaruh signifikan positif terhadap *transfer pricing* sebesar 31,5%. *Tax Minimization* memoderasi dengan memperkuat pengaruh *Tunneling Incentive* terhadap *Transfer Pricing*, *Tax Minimization* tidak memperkuat pengaruh Mekanisme Bonus terhadap *Transfer Pricing*, *Tax Minimization* memoderasi dengan memperkuat pengaruh *Leverage* terhadap *Transfer Pricing*.

Kata Kunci: *Tunneling Incentive*, Mekanism Bonus, *Leverage*, *Transfer Pricing*, *Tax Minimization*.

ABSTRACT

The purpose of this study is to analyze empirically on the influence of Tunneling Incentives, Bonus and Leverage Mechanisms on Transfer Pricing with Tax Minimization as a Moderation Variable in Consumer Non-Cylical registered in Indonesia Stock Exchange (IDX) period 2018-2022.

The population of this study is Consumer Non-Cylical companies listed on the Indonesia Stock Exchange (IDX) in 2018-2022 totaling 125 companies. The research method uses non-probability sampling with a purposive sampling technique by producing a sample of 34 companies that meet the criteria. The research method used is a quantitative method with a descriptive and associative approach. This study uses secondary data in the form of financial statements obtained from the official website of each company and the website of www.idx.co.id. The associative analysis used in this study consists of classical assumption analysis, hypothesis test (t-test), logistic regression analysis, correlation coefficient analysis, determination coefficient analysis, moderate regression analysis (MRA).

Based on research results of Consumer Non-Cylical companies listed on the Indonesia Stock Exchange (BEI) in 2018-2022. Tunneling Incentive has a significant positive effect on transfer pricing with a contribution of 25,9%. The bonus mechanism has a significant positive effect on transfer pricing with a contribution 32,3%. Leverage has a significant positive effect on transfer pricing with a contribution 31,5%. Tax Minimization moderates by strengthening the influence of Tunneling Incentive on Transfer Pricing, Tax Minimization does not strengthen the influence of the Bonus Mechanism on Transfer Pricing, Tax Minimization moderates by strengthening the influence of Leverage on Transfer Pricing.

Kata Kunci: Tunneling Incentive, Bonus Mechanisme, Leverage, Transfer Pricing, Tax Minimization.