

## **ABSTRACT**

*Tax compliance issues remain a crucial issue that impacts the optimisation of state revenue. The purpose of this study is to examine and provide empirical evidence of the influence of tax knowledge, tax sanctions, and trust in government on MSME tax compliance, using tax incentives as a moderating variable. This study uses a quantitative method with a survey approach. Primary data was collected through questionnaires, both directly and indirectly, using hard copies and Google Forms to MSME Taxpayers in Lamongan Regency. The sampling technique used purposive sampling, and 120 respondents were obtained. The collected data were then analysed using SPSS 27 software. The results showed that tax knowledge had a significant effect on tax compliance. In addition, tax sanctions and trust in government did not affect MSME tax compliance. Tax incentives also could not moderate the relationship between tax knowledge, tax sanctions, and trust in government on MSME tax compliance.*

*Keywords: tax compliance, tax knowledge, tax sanctions, trust in government, tax incentives.*

## ABSTRAK

Permasalahan kepatuhan pajak hingga kini masih menjadi isu krusial yang berdampak pada optimalisasi penerimaan negara. Tujuan penelitian ini untuk menguji dan memberikan bukti empiris pengaruh pengetahuan pajak, sanksi pajak, dan *trust in government* terhadap kepatuhan pajak UMKM dengan menggunakan insentif pajak sebagai variabel moderasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data primer dikumpulkan melalui kuesioner, baik secara langsung maupun tidak langsung menggunakan *hardcopy* dan Google Formulir kepada Wajib Pajak UMKM di Kabupaten Lamongan. Teknik pengambilan sampel menggunakan *purposive sampling* dan diperoleh sebanyak 120 responden. Data yang terkumpul kemudian dianalisis menggunakan software SPSS 27. Hasil penelitian menunjukkan bahwa pengetahuan pajak berpengaruh signifikan terhadap kepatuhan pajak. Selain itu, sanksi pajak dan *trust in government* tidak berpengaruh terhadap kepatuhan pajak UMKM. Insentif pajak juga tidak dapat memoderasi hubungan antara pengetahuan pajak, sanksi pajak, dan *trust in government* terhadap kepatuhan pajak UMKM.

Kata kunci: kepatuhan pajak, pengetahuan pajak, sanksi pajak, *trust in government*, insentif pajak.