

Analysis of Factors Affecting The Effectiveness of Land And Building Tax Revenue in Rural-Urban Areas in South Buru District

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Abstract

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The realization of Rural-Urban Land and Building Tax (PBB-P2) revenue in South Buru Regency is often not commensurate with the existing potential. This condition indicates obstacles in optimizing regional revenue sourced from the tax sector. This study aims to analyze the factors that influence the effectiveness of PBB-P2 revenue in South Buru Regency. The factors studied include taxpayer compliance, the tax collection system, and the quality of tax apparatus services. The study used a quantitative approach with a regression analysis method to examine the influence of these variables on the effectiveness of PBB-P2 revenue. The results show that the level of tax revenue effectiveness from 2020 to 2024 is classified as ineffective only in 2022, because in that year the effectiveness value is in the less effective category. The results of the partial multiple linear regression test indicate that the variables of taxpayer compliance, the tax collection system, and service quality have no significant effect on the effectiveness of tax revenue in South Buru Regency. However, all three variables simultaneously have a significant effect on the effectiveness of tax revenue in the region. Thus, the South Buru Regency Government needs to improve taxpayer compliance, the collection system, and the quality of services so that the effectiveness of tax revenue is more optimal.

INTRODUCTION

Indonesia, as a developing country, continues to face challenges in improving public welfare through national development. Various programs have been implemented, ranging from infrastructure development and social empowerment to improving the quality of education and healthcare. All of these efforts require substantial and sustainable financial resources. Within the framework of regional autonomy, development funding sources no longer rely solely on the central government but also require local governments to optimize fiscal independence through Regional Original Revenue (PAD) (Kawatak, 2023).

Regional Original Income (PAD) serves as the primary indicator for measuring a region's ability to independently meet its development financing needs. PAD components consist of regional taxes, regional levies, proceeds from the management of separated regional assets, and other legitimate revenues. Among these components, regional taxes play a crucial role as a relatively stable source of revenue, including the Rural and Urban Land and Building Tax (PBB-P2). This tax not only holds strategic fiscal value but also reflects community participation in regional development (Muqodim, 1993) as cited in Noviani & Andhaniwati, 2024).

South Buru Regency in Maluku Province is an archipelago with significant economic potential, particularly in the fisheries, agriculture, plantations, and tourism sectors. This potential should drive increased regional revenue (PAD), particularly through optimizing regional tax revenues. Husein (2021) shows that several regions in Maluku, including South Buru Regency, have high tax effectiveness, exceeding 60%. However, despite its significant potential, South Buru Regency's PAD realization has fluctuated sharply over the past five years. In 2019, PAD achieved

only 48.20% of the target, increasing to 82.08% in 2020, before declining again to 55.94% in 2023 (South Buru Regency Regional Revenue Agency, 2024).

Issues that have emerged in regional tax management in South Buru Regency include a weak tax administration system, limited technology, low taxpayer compliance, and suboptimal mapping of tax potential. Furthermore, the region's geographical location as an archipelago adds to the complexity of tax management, particularly regarding accessibility, service distribution, and on-the-ground tax oversight. These conditions demand new strategies to improve the effectiveness of PBB-P2 collection (Pattilouw, 2018).

Data on PBB-P2 revenue achievement indicates that its contribution to PAD (Regional Original Revenue) is suboptimal. Although significant increases occurred in 2020 and 2021, this trend did not continue in subsequent years. This highlights the need for more adaptive and locally context-based policies, including digitizing the tax system, increasing the capacity of tax collectors, and strengthening public awareness of the importance of taxes as a contribution to regional development.

Several previous studies have discussed the effectiveness of regional taxes. (Pratama et al., 2019) found that the effectiveness and contribution of regional taxes varied across each regional tax component in Lumajang Regency. (Kawatak, 2023) also showed that regional financial performance tends to have a stable effectiveness ratio, although the contribution of local revenue sources to total regional revenue (PAD) in some regions remains ineffective. However, most of these studies focus on aggregate PAD or compare regional revenues without specifically examining the factors influencing the effectiveness of PBB-P2 revenues in island regions.

A study on the effectiveness of PBB-P2 revenue in South Buru Regency is crucial, given the limited research examining this issue in-depth in the context of an archipelagic region. This research aims to provide a more detailed analysis of the various aspects influencing tax revenue, including institutional aspects, technical implementation, and taxpayer behavior. This approach is expected to clearly identify the obstacles hindering increased tax revenue, as well as opportunities that can be exploited to optimize the PBB-P2 contribution to Regional Original Income.

This research also focuses on PBB-P2 as the primary object of study, a topic that has not been specifically explored in South Buru Regency. This is crucial because island regions have distinct characteristics from mainland regions, both in terms of geography, economic potential, and administrative capacity. Therefore, this research seeks to provide a more contextual understanding by considering local dynamics, such as the significant potential of the maritime and tourism sectors, while simultaneously facing limitations in infrastructure, accessibility, and human resources in tax governance.

Furthermore, this study not only assesses the extent to which PBB-P2 targets and revenues have been achieved, but also explores factors influencing its effectiveness. These factors include the use of technology in the collection system, the institutional capacity of tax collectors, and public awareness and compliance with tax obligations. Therefore, the results are expected to provide a more comprehensive picture of the actual state of PBB-P2 revenues in South Buru Regency.

In terms of benefits, this research has the potential to provide a dual contribution. Academically, it can enrich the literature on regional tax effectiveness by adding a new perspective linking taxation issues to the context of island regions, which has until now been relatively understudied. Practically, the findings of this study can serve as strategic input for regional governments in formulating more targeted, adaptive, and sustainable fiscal policies.

Therefore, this study is highly relevant and urgently needed. Research into the factors influencing the effectiveness of PBB-P2 revenue in South Buru Regency is expected to address key challenges in increasing Regional Original Income, strengthening fiscal independence, and supporting inclusive and equitable regional development in the archipelago.

METHODS

This study uses quantitative descriptive analysis techniques to provide a clear picture of the conditions studied based on primary data obtained through questionnaires. The questionnaire instrument was compiled with a number of questions addressed to respondents, namely taxpayers and related officials in South Buru Regency. This data collection aims to determine the factors that influence PBB-P2 receipts after the delegation of authority to local governments. The effectiveness of PBB-P2 receipts is measured by comparing the realization of tax revenues with the targets that have been set using the effectiveness formula, where the percentage results are classified based on the effectiveness criteria according to the Ministry of Home Affairs No. 690,900,327 of 2006.

$$\text{PBB Revenue Effectiveness} - P2 = \text{PBB Realization} - P2 / \text{PBB Target} - P2 \times 100\%$$

Before further testing, the research instrument, using a questionnaire, was first tested for validity and reliability. Validity testing was performed using the Pearson product-moment correlation technique at a 5% significance level, with items declared valid if the correlation value was greater than 0.3 or less than 0.05. Reliability testing used the Cronbach's Alpha coefficient, with a value above 0.6 indicating a reliable instrument, a value around 0.7 being acceptable, and a value above 0.8 indicating good reliability (Mulyani et al., 2023). Thus, the research instrument can be used to consistently measure the variables studied.

Next, to ensure the accuracy of the regression model used, classical assumption tests were conducted, including normality, multicollinearity, heteroscedasticity, and autocorrelation tests. These tests aim to ensure the resulting regression model is unbiased, consistent, and suitable for use in analysis. The data was then analyzed using simple and multiple regression to determine the effect of the independent variables on the dependent variable. Through this approach, the study is expected to provide an empirical overview of the effectiveness of PBB-P2 collection in South Buru Regency and the factors that influence it. The equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

RESULTS AND DISCUSSION

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$$\text{Efektivitas Penerimaan Pajak} = \text{Realisasi PBB} - P2 / \text{Target PBB} - P2 \times 100\%$$

Over the past five years, from 2020 to 2024, Rural and Urban Land and Building Tax (PBB-P2) revenue in South Buru Regency has fallen short of expectations. Analyzed data shows that the effectiveness of this tax revenue has consistently been low. Of the five years observed, only 2022 fell into the "Less Effective" category, achieving 70.69%. The remaining four years fell into the "Ineffective" category, falling short of 50 percent effectiveness.

In 2020, revenue effectiveness reached only 38.09%. Expectations for improvement were reversed in 2021, when effectiveness dropped to 29.28%. A glimmer of hope emerged in 2022, with significant improvement, but unfortunately, this trend could not be sustained. In 2023 and 2024, effectiveness figures dropped drastically again, reaching only 23.00% and 19.37%, respectively. This trend shows that for five consecutive years, the efforts of the South Buru District Government to achieve the PBB-P2 revenue target have not produced adequate results.

The fact that revenue realization consistently falls far below target indicates unresolved issues, ranging from policy planning, collection mechanisms, to public compliance. This low effectiveness suggests that the potential for PBB-P2 revenue has not been optimally utilized.

Table 4.1

Effectiveness of Land and Building Tax in Rural and Urban Sectors in South Buru Regency 2019-2023

Year	Target	Realization	Effectiveness	Category
2020	245,000,000	93,320,875	38.09%	Ineffective
2021	96,826,000	28,353,264	29.28%	Ineffective
2022	120,000,000	84,824,880	70.69%	Less Effective
2023	120,000,000	27,599,059	23.00%	Ineffective
2024	120,000,000	23,247,062	19.37%	Ineffective

Source: Processed data (2025).

Validity Test

In this study, each question item was tested for validity, and the results showed that all had r -values greater than 0.1966. This figure exceeds the minimum required threshold, thus concluding that the questions were indeed able to measure what they were intended to. This means that no questions deviated from or were irrelevant to the research objectives. This provides a strong basis for the reliability of the instruments used. Therefore, all instruments are deemed valid and suitable for use in the data collection process.

Table 4.2 Validity Test

Variables	r-Count	r-Table	Information
X1.1	0.6862	0.1966	Valid
X1.2	0.5781	0.1966	Valid
X1.3	0.4574	0.1966	Valid
X1.4	0.6968	0.1966	Valid
X1.5	0.6873	0.1966	Valid
X2.1	0.5922	0.1966	Valid

X2.2	0.6868	0.1966	Valid
X2.3	0.7190	0.1966	Valid
X2.4	0.6017	0.1966	Valid
X2.5	0.6651	0.1966	Valid
Variables	r-Count	r-Table	Information
X3.1	0.7351	0.1966	Valid
X3.2	0.7868	0.1966	Valid
X3.3	0.8076	0.1966	Valid
X3.4	0.7484	0.1966	Valid
X3.5	0.6315	0.1966	Valid
Y1.1	0.8008	0.1966	Valid
Y1.2	0.7554	0.1966	Valid
Y1.3	0.6936	0.1966	Valid
Y1.4	0.5132	0.1966	Valid
Y1.5	0.6134	0.1966	Valid

Source: Processed data (2025)

Reliability Test

In this study, all tested variables showed a fairly good Cronbach's Alpha value because it was above the minimum requirement limit, which is 0.6. These values are X1 of 0.609, X2 of 0.640, X3 of 0.801, and Y of 0.724, respectively. These results indicate that the measuring instrument or instrument used in this study was quite consistent in measuring each variable. This means that the responses given by the participants were relatively stable and reliable. With this good reliability, the collected data is believed to be suitable for use in further analysis.

Table 4.3 Reliability Test

Variables	Limitation of Terms	Cronbach's Alpha Value	Information
Taxpayer Compliance (X1)	0.60	0.606	Reliable
Tax Collection System (X2)	0.60	0.640	Reliable
Service Quality (X3)	0.60	0.796	Reliable
Effectiveness of Tax Revenue (Y1)	0.60	0.693	Reliable

Source: Processed data (2025)

Classical Assumption Test Normality Test

Table 4.4 Normality Test

One-Sample Kolmogorov-Smirnov Test

N		Unsta nda rdiz 100
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.68522327 dual
Most Extreme Differences	Absolute	.114
	Positive	.099
	Negative	- .114
Test Statistics		.114
Asymp. Sig. (2-tailed)		.003c
Exact Sig. (2-tailed)		.137
Point Biserial		.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Processed data (2025)

Multicollinearity test

In the results of this study, all independent variables meet the criteria: X1 (Tolerance 0.792, VIF 1.263), X2 (Tolerance 0.606, VIF 1.651), and X3 (Tolerance 0.568, VIF 1.761), so it can be concluded that there are no symptoms or are free from multicollinearity.

Table 4.5 Multicollinearity Test

Model

Coefficients^a

Collinearity Statistics Tolerance VIF

1	X1	.792	1,263
	X2	.606	1,651
	X3	.568	1,761

- a. Dependent Variable: Y1

Source: Processed data (2025)

Heteroscedasticity Test

It is known that all variables show a significance value of more than 0.05: X1 (0.764), X2 (0.303), and X3 (0.051), so it can be concluded that there are no

symptoms of heteroscedasticity in the model.

Table 4.6
Heteroscedasticity Test

Coefficientsa

Model	B	Std. Error	Standardize	t	Sig.
			d Coefficients Beta		
1	(Constant) -.156	1,136		-.137	.891
	X1 .019	.065	.034	.301	.764
	X2 -.086	.083	-.133	-1.036	.303
	X3 .148	.075	.261	1,979	.051

a. Dependent Variable: ABS_RES

Source: Processed data (2025)

Multiple Linear Regression Equation

Table 4.7
Multiple Linear Regression Test

Coefficientsa

Model	B	Std. Error	Standardize	t	Sig.
			d Coefficients Beta		
1	(Constant) 6,569	1,627		4,037	.000
	X1 .170	.093	.186	1,836	.069
	X2 .203	.119	.198	1,711	.090
	X3 .175	.108	.194	1,624	.108

a. Dependent Variable: Y1

Source: Processed data (2025)

The regression model in this study is:

$$Y = 6.569 + 0.170(X1) + 0.203(X2) + 0.175(X3).$$

1. The constant coefficient of 6.569 on the taxpayer compliance variable illustrates that for every one-unit increase in compliance, or the increasing number of

taxpayers who are compliant in paying and reporting taxes on time, the effectiveness of tax revenue will increase by 0.170 units. This means that compliance has a positive relationship.

on tax revenue so that the higher the level of compliance, the more revenue will increase.

2. The coefficient value of the Taxpayer Compliance variable (X) is known.1) is 0.170, meaning that everyFor every one-unit increase in compliance, or the increasing number of taxpayers who pay and report their taxes on time, tax revenue effectiveness will increase by 0.170 units. This means that compliance has a positive relationship with tax revenue, so the higher the level of compliance, the higher the revenue.
3. The coefficient value of the tax collection system variable (X) is known.2) is worth 0.203, whichThis means that every 1 unit increase in the efficiency of the tax collection system will increase the effectiveness of tax revenue by 0.203.
4. The coefficient value of the tax service quality variable (X) is known.3) of 0.175,explains that if service quality increases by one unit, tax revenue effectiveness will also increase by 0.175 units. Good service creates comfort and trust among taxpayers, thus encouraging them to fulfill their obligations without feeling pressured.

Hypothesis Test T-Test (Partial)

The Partial T-Test is used to determine the partial influence of each independent variable on the dependent variable.

1. It is known that taxpayer compliance (X1) does not have a significant partial effect on the effectiveness of tax revenue (Y1) because the significance value (0.069) > 0.05. WithThus, statistically at a 95% confidence level, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. However, the direction of the relationship between X1against Y1naturepositive, which shows that even if there is an influence, the influence tends to increase the Y value.1.
2. It is known that the tax collection system (X2) partially does not have a significant influence on the tax revenue effectiveness variable (Y1), indicated by the valuesignificance of 0.090 which is higher than the significance level set at 0.05. However, the regression coefficient X2shows a positive direction of relationship to Y1, which indicates that any increase in X2tends to be followed by an increase in the Y value1, although the relationship was not statistically significantstatistics.
3. It is known that the quality of tax service (X3) also does not have a significant partial influence on the effectiveness of tax revenue (Y1), because the significance value (0.108) is greater than 0.05. However, like other variables, the relationship between X3against Y1is also positive, which indicates a tendency for the Y value to increase.1along with the increase of X3, although statistically it is not yet strong enough to be consideredsignificant.

F Test (Simultaneous)

It is known that the F test results show a significance value of 0.000, which is much smaller than 0.05. This means that simultaneously, the variables Taxpayer Compliance (X1), Tax Collection System (X2),

and Service Quality (X3) significantly influence the effectiveness of tax revenue (Y1) in South Buru Regency. This reinforces the importance of these three aspects in efforts to optimize PBB-P2 revenue.

Table 4.8
Simultaneous Test (f-Test)

ANOVA

Model	Sum Squares	df	Mean Square	F	Sig.
1 Regression	78,632	3	26,211	8,950	.000b
Residual	281,158	96	2,929		
Total	359,790	99			

a. Dependent Variable: Y1
b. Predictors: (Constant), X3, X1, X2

Source: Processed data (2025)

R2 Determination Test

In this study, the R Square value of 0.219 indicates that 21.9% of the variation in tax revenue effectiveness can be explained by variables X1, X2, and X3. The remaining 78.1% is explained by other variables not included in the model. This indicates that although the influence is significant, there are still many other factors that influence tax revenue effectiveness in South Buru Regency.

Table 4.9
Determination Test (R^2)

Model Summary

Model	R	R Square	Adjusted Square	R	Standard Error of the Estimate
1	.467a	.219	.1949	1,711	

a. Predictors: (Constant), X3, X1, X2

Source: Processed data (2025)

Discussion

Analysis of the Effectiveness of Land and Building Tax Revenue in the Rural and Urban Sectors

The effectiveness of Land and Building Tax (PBB-P2) revenue in the Rural and Urban Sectors is a key indicator for assessing the capacity of local governments to optimize fiscal potential. Based on data obtained from South Buru Regency from 2020 to 2024, the effectiveness of PBB-P2 revenue remains relatively low. Revenue effectiveness in 2020 was recorded at 38.09%, and in 2021 at 29.28%.

In 2022, it was 70.69%, in 2023 it was 23.00%, and in 2024 it only reached 19.37%. Based on the effectiveness classification, which considers the comparison between realization and

The revenue target, effectiveness in 2020, 2021, 2023, and 2024 is categorized as "ineffective", while in 2022 it is categorized as "less effective".

From a public financial management perspective, as stated by Mardiasmo (2018), effectiveness is a measure of the extent to which revenue realization meets established targets. If the effectiveness level falls well below the target, this indicates that regional tax management policies, particularly PBB-P2, have not been implemented optimally, both in terms of administration, collection systems, and public awareness as taxpayers.

Theoretically, the low effectiveness of tax revenue is related to tax compliance. The Fischer Model, as cited in Meliana et al. (2025), emphasizes that compliance levels are influenced by three main factors: economic aspects, socio-psychological aspects, and the tax administration system. The consistent ineffectiveness of PBB-P2 revenue in 2020, 2021, 2023, and 2024 indicates fundamental problems in the regional tax management system. These problems include an inaccurate taxpayer database, minimal tax intensification and extensification efforts, and weak oversight and law enforcement against tax violations. Furthermore, the public perception that taxes are a burden without direct benefits also contributes to low compliance levels.

The increase in effectiveness that occurred in 2022, reaching 70.69%, although only in the "less effective" category, indicated potential for improvement. However, this achievement was short-lived, as a drastic decline occurred the following year, reflecting the weak sustainability of regional tax management.

In their research, Weol et al. (2023) also highlighted that one of the causes of low PBB-P2 revenue realization is low public awareness of paying taxes on time. Kartikasari and Estiningrum (2022), in Weol et al. (2023), stated that taxpayer awareness is reflected in their honesty and willingness to fulfill their tax obligations.

The effectiveness of a public policy is determined by the extent to which the results achieved meet the planned objectives. Therefore, to improve the effectiveness of PBB-P2 revenue collection in the future, a comprehensive strategy is required. This strategy includes the development of an integrated taxpayer database system, regular updating of

tax object and subject data, increasing the capacity of tax apparatus resources, and optimizing the use of information technology in the collection process. Without comprehensive and sustainable reform, the regional fiscal potential of the PBB-P2 sector will not be optimally utilized as a source of independent and sustainable development financing.

The Influence of Taxpayer Compliance on the Effectiveness of Tax Revenue

Although taxpayer compliance has long been considered the key to increasing tax revenue, the reality on the ground shows a different story, particularly in South Buru Regency. Research showing that taxpayer compliance has no significant impact on tax revenue effectiveness illustrates a more complex dynamic. With its archipelagic nature, limited accessibility, and dominance of informal sectors such as agriculture and fisheries, tax awareness is not necessarily directly proportional to tax increases.

This means that even though some people are beginning to understand the importance of taxes, this is not enough to drive a significant increase in the amount of tax collected.

Behavioral theories, such as the Theory of Planned Behavior by Ajzen (1991) in (Suryandari & Frischa Faradilla Arwinda Mongan, 2025), state that a person's decision to comply with tax obligations depends not only on good intentions but also on perceptions of the system, social pressure, and a sense of ability to fulfill those obligations. If people feel the tax system is unfair or too complicated, these good intentions can fade. Likewise, according to Deterrence Theory in (Herman et al., 2019), the threat of sanctions and the consistency of law enforcement also influence compliance. If regional tax officials are unable to provide a deterrent effect or build a firm and professional system, then existing compliance is merely a formality and has no real impact on regional revenue.

According to (Nilaina et al., 2025), optimizing tax revenue is determined not only by the level of taxpayer compliance but also by institutional readiness to improve service quality, integrate information systems, and strengthen inter-agency collaboration. Similarly, (Judijanto, 2024) argues that effective tax revenue requires positive public perception built through transparent, fair, and accountable public services. Both opinions indicate that successful tax revenue depends on the synergy between taxpayer awareness and the professionalism of tax institutions in carrying out service and law enforcement functions. In South Buru Regency, various limitations such as minimal outreach, a shortage of tax officers in remote villages, and an uneven digitalization system pose challenges. Therefore, even though the public is beginning to demonstrate a willingness to comply, without improvements in service and institutional aspects, this intention will have little impact on revenue increases. In other words, effective tax revenue cannot rely solely on compliance but must be accompanied by systemic improvements and approaches that better address the realities of local communities.

The Influence of the Tax Collection System on the Effectiveness of Tax Revenue

Based on research in South Buru Regency, it was found that the Land and Building Tax (PBB-P2) collection system for the Rural and Urban Sectors had a positive but

insignificant effect on the effectiveness of tax revenue. This indicates that although the implemented collection system tends to support increased revenue, its influence is not yet strong enough or optimal. Factors such as lack of socialization, limited human resources, and the suboptimal use of information technology in the collection process are suspected to be the causes of the system's weak influence on the effectiveness of tax revenue.

This finding aligns with the Tax Administration System theory proposed by Mardiasmo (2018) in Pali et al., 2022, which states that the effectiveness of tax collection depends heavily on the design of an efficient, transparent collection system that encourages taxpayer compliance. In the context of South Buru Regency, the collection system is still manual, with some residents paying directly to the village office. It is poorly integrated, or not fully supported by accurate data, preventing its potential positive impact from being fully realized. This indicates that

The existence of a good collection system alone is not enough, without maximum implementation support and responsiveness to the local characteristics of the community.

Research by (Mulyani et al., 2023) also supports these findings. In their study, they found that the tax collection system did not significantly impact taxpayer compliance in paying PBB-P2 in Periuk District. This was due to a lack of taxpayer understanding of the collection system implemented. Furthermore, findings from (Pali et al., 2022) showed a decline in PBB revenue from 2018 to 2020, indicating that although the collection system had been improved, the results were not optimal. Therefore, to increase the effectiveness of PBB-P2 revenue in South Buru Regency, a collection system reform is needed that emphasizes not only procedural aspects but also improves service quality, tax education, and the use of information technology to support a more efficient and accountable process.

The Influence of Service Quality on Tax Revenue Effectiveness

Based on research in South Buru Regency, the quality of tax services appears to have a positive impact on the effectiveness of Land and Building Tax (PBB-P2) revenue collection in the Rural and Urban Sectors. However, this influence is not yet strong or significant. This means that although tax services have improved in terms of speed, convenience, and ease of access, this has not significantly increased tax revenue. Service improvements have not yet had a full impact due to other obstacles that still exist.

Several factors suspected to be contributing to this weak influence include the lack of public awareness campaigns. Many residents don't fully understand the importance of paying taxes, its benefits for regional development, or the proper payment procedures. Furthermore, the limited workforce for tax services also poses a challenge. With a limited number of officers and possibly inadequate capacity, services provided cannot optimally reach the entire community.

Furthermore, the use of information technology in tax services has not been maximized. In today's digital age, fast and easy service should be supported by online systems or integrated applications. Unfortunately, such systems are still underutilized, resulting in manual and inefficient tax processes. This is why improving service quality has not significantly impacted the effectiveness of PBB-P2 revenue collection in South Buru

Regency. Therefore, a more comprehensive effort is needed, not only improving services but also strengthening education, increasing the number of competent officers, and developing technology-based systems.

The service quality theory proposed by Parasuraman, Zeithaml, and Berry (1985) in (Syafriel & Roziq, 2024) is known as the SERVQUAL model. This model identifies five main dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. In the context of tax services, if these five dimensions are not met properly, taxpayer satisfaction can decline, ultimately affecting the effectiveness of tax revenue collection. Therefore, improving service quality must include improvements in all five dimensions to achieve significant results.

According to (Purnamasari & Handayani, 2023), improving service quality plays a crucial role in encouraging taxpayer compliance because good service can create a sense of comfort, trust, and ease for taxpayers in fulfilling their tax obligations. The research results show that simultaneously, tax understanding, tax system effectiveness, and service quality have a positive and significant effect on taxpayer compliance, although partially, service quality has not shown a significant effect. These findings support the need for efforts to increase the effectiveness of tax revenue, including PBB-P2, through a comprehensive approach, encompassing improvements in service quality, tax education, and the use of information technology to strengthen an efficient and accountable tax administration system.

The Influence of Taxpayer Compliance, Tax Collection System and Quality of Tax Services on the Effectiveness of Tax Revenue

Simultaneously, taxpayer compliance, collection system, and service quality have a significant influence on the effectiveness of tax revenue in South Buru Regency. The Theory of Planned Behavior (TPB) (Ajzen, 1991 in (Harefa et al., 2025) states that tax compliance is influenced by attitudes, subjective norms, and perceived behavioral control of taxpayers. An effective tax collection system makes it easier for taxpayers to carry out their obligations, thereby increasing the intention and realization of compliance. Meanwhile, good service quality, which includes aspects of reliability, responsiveness, and empathy, plays an important role in building taxpayer trust and motivation. Contemporary research confirms that these factors simultaneously contribute significantly to increasing the effectiveness of tax revenue, with an emphasis on the need for good tax education and transparent and responsive administration as a basis for increasing tax compliance (Harefa et al., 2025).

Meanwhile, service quality also plays a key role in shaping public perception of the government. According to Marcel Kusuma et al. (2023), when taxpayers perceive services to be transparent, easily accessible, and supported by a high level of trust in the government, their compliance will significantly increase. The Fiscal Compliance Theory and the Equity Theory explain that perceptions of fair treatment and quality service encourage taxpayers to be more compliant in fulfilling their obligations. This is where these three indicators become crucial, emphasizing not only compliance but also improving the collection system and public services. When these three elements work together, the effectiveness of PBB-P2 revenue will significantly

and sustainably increase. In other words, creating an efficient and accountable tax system will pave the way for strengthening regional finances and more equitable development.

CONCLUSION

Based on the results and discussions that have been described, the following conclusions can be drawn:

Taxpayer compliance has a positive effect on the effectiveness of land and building tax revenue in South Buru Regency. This means that the higher the level of public compliance in paying taxes, the greater the potential tax revenue. However, this partial effect is not yet significant, indicating that

Compliance alone is not strong enough to increase the effectiveness of acceptance independently without the support of other factors.

The tax collection system implemented in South Buru Regency has had a positive impact on the effectiveness of tax revenue. A good and efficient system can streamline the payment process and increase revenue. However, the partial effect is not significant, indicating that system improvements alone are insufficient to achieve a significant impact without synergy with other factors such as compliance and service delivery.

Friendly, prompt, and transparent service quality helps foster taxpayer satisfaction and trust, thus positively impacting tax revenue. However, its partial effect is still insignificant, meaning that good service quality needs to be supported by other factors to truly improve the effectiveness of tax revenue in South Buru Regency.

When analyzed together, these three variables—taxpayer compliance, the collection system, and service quality—significantly impact the effectiveness of land and building tax collection in South Buru Regency. This demonstrates that all three must operate simultaneously and support each other to increase tax revenue effectively and sustainably.

Suggestion

Based on the conclusions above, the suggestions that can be given are as follows;

The South Buru Regency Government, particularly through the Regional Revenue Agency (Bapenda), is advised to conduct regular public education programs regarding the importance of paying Land and Building Tax (PBB-P2). This education can be conducted through outreach at the village/sub-district level, social media, and the distribution of informative brochures. Educational materials should emphasize the direct benefits of taxes for regional development and the consequences of non-compliance. Involving community leaders or local religious leaders as agents of outreach will also be more effective in building collective awareness.

A more modern tax collection system is needed, such as the use of a mobile application or website-based system that allows taxpayers to check and pay PBB-P2 online. This system must be integrated with land and building ownership data to ensure accuracy and minimize administrative errors. Furthermore, the government also needs to strengthen the monitoring and active collection system for delinquent taxpayers through an automated reminder system via SMS or WhatsApp.

The Regional Revenue Agency (Bapenda) needs to improve the quality of public services, particularly at tax payment counters, by prioritizing the 3T principles: Timeliness, Accurate Information, and Transparency. Humane and solution-oriented service must be the standard. Regular training for tax officers on service ethics and the use of digital systems is recommended

to ensure more professional and expeditious service. Providing responsive complaint and grievance services will also strengthen public trust.

Regional governments need to develop an integrated strategy that combines education, systems, and services into a single roadmap for strengthening regional tax revenue. Collaboration with vertical agencies such as the Tax Service Office (KPP), sub-district offices, and village officials is crucial for effective policy implementation down to the grassroots level.

the lowest levels of society. Periodic evaluations of tax revenue performance must also be conducted so that implemented strategies can be continuously improved based on conditions on the ground.

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