THE EFFECT OF DIVIDEND TAX LITERATION AND PERSONAL MOTIVATION ON BEHAVIOR INVESTORS IN INVESTORS PT CENTRAL CAPITAL FUTURE (PERSERO)

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ABSTRACT

This study aims to analyze the effect of taxation and personal motivation on investment, on the investors of PT Central Capital Future (Persero) Tbk.This type of research used in this research is quantitative research. Study method used is the research is explanatory research. In collecting data, the technique used is the distribution of questionnaires. Sample A total of 160 investors PT Central Capital Future (Persero) Tbk. The analytical tool used is multiple linear regression. Then to test the hypothesis used the F test and t test.The results of the multiple linear regression analysis show tax literacy and motivation on simultaneous and also partial investment policies. Then seen from the Adjusted R Square value of 0.560 which means that 56% of the investment influence variable (dependent variable) can be explained by the independent variables consisting of tax literacy and Individual Motivation. While 44% was accepted by other variables not discussed in this study.

Keywords: Tax Literacy, Individual Motivation, Investment Behavior.

INTRODUCTION

Along with the progress of globalization of investment, it becomes a necessity that builds employment so as to encourage the improvement of a nation's economy. An investment in a company is a profit expectation from the accumulation of company assets. Investment has a function, one of which is a form of corporate investment to expand the business wing or provide a stimulus to improve the performance of a company

In the course of investment development, the main thing that is always highlighted is the profit from the investment, namely dividends. Dividends in Indonesia, one of which was distributed by state-owned banks in 2017 increased from last year which distributed total dividends of around 27.6 trillion or 30.9%. The total dividends distributed on an average ratio of state-owned banks reached 36.25%. This ratio increased from the previous year which was 35%. Last year, the total profit of all state-owned banks was 66.2 trillion, up by 22.8% annually. (Source Kontan.co.id : Dividen Korporasi Ditebar, Pemerintah Panen Pajak)

In fact, in Indonesia, which has the main tax revenue for the APBN, it influences tax revenues. Dividends that continue to grow are one of the things highlighted as tax revenue because the potential for dividend increases is the attraction or hope of the government as a means of increasing tax revenues. In this business tax is always a consideration for financial planning, especially in the motivation to purchase tax itself

As one aspect of consideration, taxes use the same rates on each shareholder dividend profit. Some of the rules that were adopted were Article 23 of Income Tax for domestic corporate taxpayers or permanent business entities which were deducted by 15% from gross income, Article 4 paragraph 2 of Income Tax for individual taxpayers subject to a 10% tariff and final gross income and dividends as objects of income tax article 26 are imposed on foreign taxpayers or earn income from Indonesia get a tariff of 20%.

Unfortunately the nature of discrimination and the lack of tax justice are themselves opportunities for shareholders and boomerang for the government. Discrimination and tax unfairness can be the impetus for shareholders to carry out tax avoidance in the form of transfer pricing as a process of gaining profits by changing the value of dividends from rupiah currency to dollars or following the prevailing exchange rates so that tax deductions and profit reduction can be anticipated carefully. This is a big boomerang for the government that wants an increase in tax revenues.

Problems of the problems that occur above are a form of investment development caused by increased infrastructure development so that it becomes a stimulus for increasing domestic and foreign investment which unfortunately is not yet linear with various stakeholder objectives. Looking more deeply at the issue of dividend tax, the government has an interest in investment tax policies, seeing the high need for investment funds for infrastructure projects that are still ongoing so the government must continue to synergize with investors to create new policies.

The government continues to take into account policy policies, one of which is the discourse on retained earnings policies. The government, especially the Ministry of Finance, through the Fiscal Policy Agency (BKF), plans to add new income tax objects, namely retained earnings. The discourse has a positive impact on tax revenue, while from the businessman's side it gives opinions that reject it because it is considered as a

disincentive for business actors. In addition, the retained earnings tax is a limitation for market expansion.

This problem continues to grow until Thursday 6 April 2017 at Republika.co.id, Managing Director of PT Indonesia Stock Exchange (IDX) Tito Sulistio, recommending the elimination of taxes for investors with a maximum of 10 million. Tito Sulistio recommends a zero dividend tax so that the motivation of investing communities increases without having to think about losses on dividend tax deductions. This proposal aims to boost household segment investors. "At present, he continued, there are 64 million households in Indonesia. With the elimination of dividend tax, he targets an additional 1 million investors. If a million households participate, it can be IDR 10 trillion a month in one year, saving can move to investment: "said the IDX Director.

Phenomena that occur in addition to the evaluation process, the process of formulating policies until implementing policies creates an impetus to conduct research on the effect of tax dividends on the motivation to invest in the capital market itself. Seeing the complexity of the problem with dividend taxes as the main topic shows how these tax issues are a big consideration for domestic investment. Based on this matter, knowing how much influence the tax on dividends will have is a big contribution to reference the source of additional information to solve the problem or formulate the dividend tax policy itself.

LITERATURE REVIEW
Tax Literacy
Literacy according to (Schaffer F. L., 1997) basically provides an understanding of the ability to use skills in reading, interpret documents and calculate quantitative values in real situations. Based on two research journals, tax literacy uses different variables, the research is described as follows :

1. Tax Literacy (Michaela Moučková, 2018)
   Presented paper focuses on measuring tax literacy among bachelor degree students at the University of Economics, Prague, along with analysis of the two factors that influence it. We measured tax literacy of students (personal income tax and VAT) and examined whether it depends on (i) previous passing of tax courses and (ii) previous practical experience with filing tax returns.
2. (Puneet Bhushan, 2013) Indian Journal of Business and Management
   Describe the research on Determining Tax Literacy in Individual Salaries. This journal explains about tax literacy, individual salaries, tax payments, the Indian taxation system and the government.
3. (Yulsiati, 2015)
   This study aims to analyze the effect of the attitude of taxpayers, taxpayer awareness, and tax knowledge on taxpayer compliance in paying land and building taxes in the Kemuning sub-district of Palembang.

According to tax (Razman, 2000) is the ability to fill out tax forms and calculate tax obligations independently.
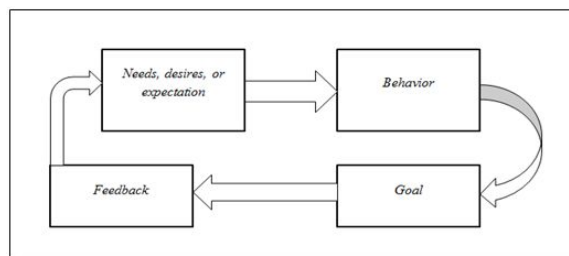
Motivation
Motivation in latin language is *movere* which mean pressure or moving power, moving power itself create things for achieve purpose (Hasibuan, 2014). Robbins dan Judge mentioned motivation is process describing intention, direction, and how clever people to achieving. Lunthans defining motivation is pressure that attract

and directing behavior. Merle J.Moskowits in (Hasibuan, 2014) defining motivation as initiation tools and directing character and actually motivation is behavior learn

Motivation come from power motive inner self as power to move causing some act for achieving target. Someone behavior can be affected by carrier motive and something that can be learn and initiate by will, need, purpose and satisfaction. Source can impact motivation come from inner self and extern self.

Basic Motivation Process

Investment behavior

Mentioned by (Bodie, Kane, & Marcus., 2014) financial behavior premise is conventional financial theory obeyed how people make decision and people make differentiation. The economist come more and more to interpret literature anomaly as consistent with some "irrationality " that look out individual feature making complex decision. Summary financial market models emphasize implication potency from psychological factors that affecting investment.Mistake in information process can be impacting investor miss understanding about real probabilities from event opportunity or level related return. Below explanation 4 things relating with information process:

a. Forecasting Mistake

Mistake that happened when forecasting profit in corporate future high, maybe because advantage newest

performance they tend to highest than with corporate objective.

b. Too Much Confidence

Too much confidence can be defined as "too much performance capability, control level, or someone success opportunities" mentioned from Moore dan Healy in book (Bodie, Kane, & Marcus., 2014) . In other side, individu has too confidence too optimist about profit result because the decision.

c. Conservatism

The choice to change beliefs for some decisions is influenced by some new information called conservatism bias. In another understanding, the provision of the latest information stimulates new activities to respond to information directly. They 'Anchor' itself in some situation and reacting to something like use to be. (Singh 2012) mention conservatism bias deviate with representational bias.
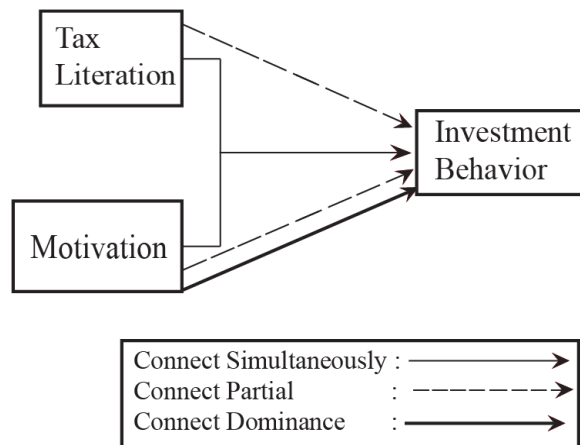
d. Obeying Sample Size and Representational Sample

The idea of representative bias holds that people usually do not count sample sizes, acting like small sample sizes only as a representation of a larger population. The reason is the conclusion why it is based quickly on a small sample size also predicts a far trend.

Hypothesis

Arikunto explain hypothesis is answer tend temporary with problem research until proven based on data has collected. Though theory above and previous research below is description in form of picture :

Hypothesis Model

RESEARCH METHOD

This research uses explanatory research with quantitative approach. The subject of the research is considered to the people who use service PT. Central Capital Future, researcher limits the location of this research to areas around Yogyakarta with the condition that the respondent from age, education and income. The population of this research is people in Yogyakarta aged below 30 years old until more than 40 years old. That is because on previous research using average of this age. The questionnaire will be distributed directly around customer PT. Central Capital Future in Yogyakarta city and also distributed via an online survey to have better exposure. the sample amounted to 160 respondent.

RESEARCH RESULTS AND DISCUSSION

Validity Test

Reliability Test

Analysis of Multiple Linear Regression

Normality Test

From the calculation results obtained sig. amounting to 0.660 (can be seen in Table 4.8) or greater than 0.05; then the H0 provision is accepted, namely that the assumption of normality is fulfilled.

Multicollinearity Test

The following test results from each independent variable:

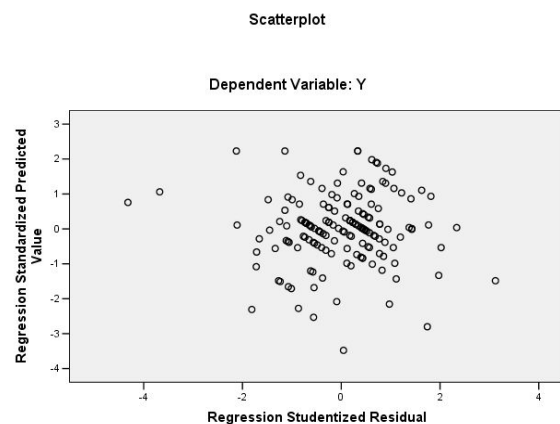- Tolerance for Tax Literacy is 0.475
- Tolerance for Motivation is 0.475

In the test results, it was found that the whole tolerance value> 0.1 so that it can be concluded that there is no multicollinearity between independent variables.

Multicollinearity test can also be done by comparing the value of VIF (Variance Inflation Factor) with number 10. If the value of VIF> 10 then multicollinearity occurs. The following are the results of testing each independent variable:

- VIF for Tax Literacy is 2.104
- VIF for Motivation is 2.104

From the results of these tests it can be concluded that there is no multicollinearity between independent variables. Thus the assumption test for the absence of multicollinearity can be fulfilled

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Heteroscedasticity Test

The results of the test it was found that the scatterplot diagram spreads and does not form a specific pattern so there is no

heteroscedasticity, so it can be concluded that the rest has a homogeneous range (constant) or in other words there are no symptoms of heteroscedasticity

With all the classic assumptions of regression fulfilled above, it can be said that the multiple linear regression model used in this study is appropriate or appropriate. So that interpretation can be taken from the results of multiple regression analysis that has been done.

Regression Equation

Regression equation is used to know the form of the relationship between independent variables and dependent variables. By using the help of SPSS for Windows ver 20.00 a regression model is obtained.

$$Y = \beta_1 X_1 + \beta_2 X_{2+} \varepsilon$$
$$Y = 0,311 + 0,118 \, X_1 + 0,175 \, X_2$$

Constant or intercept is 0.311, meaning that the average value of Investing Behavior is 0.311 if there is no independent variable.

The regression coefficient b1 is 0.118, meaning that the Investment Behavior will increase by 0.118 units for each additional one unit X1 (Tax Literacy). Although that, if Tax Literacy increases by 1 unit, then the Investment Behavior will increase by 0.118 units assuming the other variables are considered constant.

The regression coefficient of b2 is 0.175, meaning that the Investment Behavior will increase by 0.175 units for each additional one unit X2 (Motivation), So if Motivation has increased by 1 unit, the Investment Behavior will increase by 0.175 units assuming the other variables are considered constant.

Based on the interpretation above, it can be seen that Tax Literacy and Motivation increase, it will be followed by an increase in Investing Behavior.

Coefficient Determinant (R^2)

To find out the contribution of independent variables (Tax Literacy (X1) and Motivation (X2)) to the dependent variable (Investing Behavior) the value of R2 is used. The coefficient of determination is used to calculate the amount of influence or contribution of independent variables to the dependent variable. From the analysis in Table 4.11 the results of the adjusted R (coefficient of determination) are 0.560. This means that 56% of the Investment Behavior variable will be influenced by the independent variables, namely Tax Literacy (X1) and Motivation (X2). While the remaining 44% of the Investment Behavior variable will be influenced by other variables not discussed in this study.

In addition to the coefficient of determination also obtained a correlation coefficient which shows the magnitude of the relationship between the independent variables namely Tax Literacy and Motivation with Investing Behavior variable, R value (correlation coefficient) of 0.752, this correlation value indicates that the relationship between independent variables namely Tax Literacy (X1) and Motivation (X2) with Investment Behavior is included in the strong category because it is at the interval of 0.6 - 0.8.

Hypothesis Test
Hypothesis I (F test / Simultaneous)

Calculated F value is 5102,010. Whereas F table ($\alpha = 0.05$; db regression = 2: residual db = 157) is equal to 3.054. Because F count> F table is 102,010> 3,054 or sig value F (0,000) <$\alpha = 0.05$ then the regression analysis model is significant. This means that H0 is rejected and H1 is accepted so that it can be concluded that the

dependent variable (Investing Behavior) can be significantly influenced by the independent variable (Tax Literacy (X1), Motivation (X2)).

Hypothesis II (t test / Partial)

First Hypothesis Test
Tax Literacy has a significant influence on Investment Behavior.

The results of the t test between X1 (Tax Literacy) and Y (Investing Behavior) show t count = 3,826. Whereas t table (α = 0.05; db residual = 157) is 1.975. Because t count> t table is 3,826> 1,985 or sig value t (0,000) <α = 0.05 then the effect of X1 (Tax Literacy) on Investment Behavior is significant. This means that H0 is rejected and H1 is accepted so that it can be concluded that the Investment Behavior can be significantly influenced by Tax Literacy or by increasing Tax Literacy so that the Investment Behavior will experience a significant increase.

Second Hypothesis Test
Motivation has a significant influence on the Behavior of Investment.

The result of t test between X2 (Motivation) and Y (Investing Behavior) shows t count = 6,717. Whereas t table (α = 0.05; db residual = 157) is 1.975. Because t count> t table is 6,717> 1,985 or sig value t (0,000) <α = 0.05 then the effect of X2 (Motivation) on Investing Behavior is significant at alpha 5%. This means that H0 is rejected and H1 is accepted so that it can be concluded that the Investment Behavior can be significantly influenced by Motivation or by increasing Motivation so that the Behavior of Investing will increase significantly.

From the overall results it can be concluded that the independent variables have a significant effect on the behavior of investing simultaneously and partially. And from here it can be seen that the two independent variables which are the most dominant influence on Investment Behavior are Motivation because they have the highest beta coefficient and t count.

Dominant Test Result

The Individual Motivation variable is the variable that has the greatest regression coefficient. That is, the Y variable is more influenced by the Individual Motivation variable. The coefficient possessed by the Individual Motivation variable is positive, this indicates a direct relationship so it can be concluded that the better the Individual Motivation variable, the more the Investment Behavior (Y) increases.

DISCUSSION

In this study 160 people were taken as respondents. The instrument test of the study consisted of the validity and reliability tests, the results obtained were the validity test with a significance value greater than the r table which meant that each item variable was valid, so it was concluded that these items could be used to measure the research variables. Followed by the reliability test using Cronbach alpha where each variable was found to be reliable because the value of Cronbach alpha is greater than 0.6. The classic assumption test is to be the next test, the classic assumption test consists of a normality test, a multicollinearity test, a heteroscedasticity test. Starting from the normality test, can be seen in the Normality Test Results table where the test is carried out using the Kolmogorov-Smirnof method, with a significant value where the value is greater than 0.05, which means unstandardrized normally distributed. Then the second test is the multicollinearity test with a tolerance

value of each variable greater than 0.1 and a VIF value greater than 10 then it can be concluded that there is no multicollinearity between independent variables. The third test is the heterogedasticity test with results using a scatterplot diagram and does not form a specific pattern, so there is no heteroscedasticity, so it can be concluded that the homogeneity has a variety (constant) or in other words there are no symptoms of heteroscedasticity.

The research method used is to use multiple linear regression analysis techniques with the findings in the regression equation table. Tax Literacy (X1) and Individual Motivation (X2) towards Investment Behavior has a positive direction, which if Tax Literacy (X1) and Individual Motivation (X2) increases, it will lead to increased Investment Behavior.

Simultaneous Effect of Tax Literacy (X1) and Individual Motivation (X2) on Investment Behavior

The F test was conducted to test the research hypothesis which states that there is a significant influence between Tax Literacy (X1) and Individual Motivation (X2) on the Investment Behavior simultaneously. Tests conducted obtained a significance value of F of 0,000 so that the significance of F $<\alpha$ is 0,000 <0.05. This shows that H0 is rejected, meaning that there is a significant influence between the variable Tax Literacy (X1) and Individual Motivation (X2) on the Investment Behavior simultaneously. When viewed from the value of Adjust R Square obtained, the Tax Literacy (X1) and Individual Motivation (X2) has an influence of 56% in influencing Investment Behavior, while the remaining 44% is influenced by other variables not examined in this study.

Tax literacy and individual motivation are external factors that have a large influence on investment behavior. Taxes that provide a significant profit burden make the tax an exception even though it is an external factor. Based on this tax literacy is an important part of maximizing profits. Plus the motivation of individual desires to reap huge profits. (Cholidia, 2017) shows that investor decision-making behavior pays little attention to the fundamentals of the company, leading to irrational decisions.

CONCLUSION

This research was conducted to find out which variables have an influence on Investment Behavior. In this study the independent variables used were Individual Motivation (X1) and Individual Motivation (X2) while the dependent variable used was Investment Behavior (Y).

Based on the calculation of multiple linear regression analysis, it can be seen:

1. Based on the results it was found that the Individual Motivation (X1) and Individual Motivation (X2) variables have a significant influence simultaneously on Investment Behavior (Y). So it can be concluded by increasing Individual Motivation (X1) and Individual Motivation (X2), it will increase Investment Behavior.

2. Based on the partial t test results found that Individual Motivation (X1) has a significant influence partially on Investment Behavior.

3. Based on the partial t-test results it was found that Individual Motivation (X2) had a significant influence partially on Investment Behavior.

4. Based on the results of the t test it was found that the Individual Motivation variable had the largest t value and the beta coefficient. So that the Individual Motivation variable has the most powerful influence compared to other variables, the

Individual Motivation variable has a dominant influence on Investment Behavior.

RECOMENDATION

Based on the conclusions above, several suggestions can be put forward that can be useful for the company and for other parties. As for the suggestions given, they include:

1. It is expected that the company can maintain and improve services to Individual Motivation, because the Individual Motivation variable has a dominant influence in influencing Investment Behavior, including by new investment program so that the Investment Behavior will increase.

2. Considering that the independent variables in this study are very important in influencing the Investment Behavior, it is expected that the results of this study can be used as a reference for future researchers to develop this research by considering other variables which are other variables outside the variables included in this study

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