

Effectiveness of West Lombok Regency Hotel and Restaurant Tax Revenue

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Abstract

A developed region is the goal of development. Progress is meant here to be advanced economically, socially and the advancement of human resources owned by the region. Meanwhile, development is meant to build society as a whole, namely development that covers all aspects of society's life that can function. harmony and balance in all fields in order to create a just and prosperous society that is equally material and spiritual. This research uses descriptive analysis methods. The calculation of the numbers uses the formula for contribution, effectiveness, and measuring the efficiency ratio. Contribution Analysis is an analysis used to find out how much contribution can be made from Hotel and Restaurant tax revenues to the Original Regional Income of West Lombok Regency. Overall, for the hotel sector, tax levies in West Lombok Regency are in the ineffective category, because the actual tax that can be achieved is almost always below the predetermined target, with the exception of restaurant tax, the tax levy collected exceeds 100% or exceeds the predetermined target in the year 2022 and 2022 tax collection is in the very effective category.

Keywords: *effectiveness, Lombok, Hotel, Resataurant*

INTRODUCTION

Background

A developed region is the goal of development. Progress is meant here to be advanced economically, socially and the advancement of human resources owned by the region. Meanwhile, development is meant to build society as a whole, namely development that covers all aspects of society's life that can function. harmony and balance in all fields in order to create a just and prosperous society that is equally material and spiritual.

National Development and Regional Development are actually a shared responsibility, both the government and the community itself. Regional autonomy is actually intended to accelerate progress in these regions. With regional autonomy it is hoped that each region will be able to recognize the potential it has and make that potential used as much as possible for the prosperity of the community.

Talking about regional autonomy, we cannot be separated from discussing regional income. This regional income will be important because high regional income will be able to improve the standard of living and welfare of the community. With harmonious and integrated regional development accompanied by good, efficient and effective development

planning, regional independence and equitable progress will be created throughout Indonesia.

The implementation of development in the region is very dependent on the region's original income and the management of the region itself. The presence of Law Number 12 of 2008 concerning the second amendment to Law Number 32 of 2004 concerning Regional Government brought huge changes to the implementation of regional development.

The regional autonomy law has given authority to regions to regulate and manage the interests of local communities according to their own initiatives based on community aspirations.

Original Regional Income is the most important source of financing where the main component is revenue originating from regional taxes and regional levies. The component of original regional income that has an important role in contributing to revenue is local taxes. Here, regional governments should have knowledge and be able to identify potential sources of local original income, especially from regional taxes.

West Lombok Regency is a Regency that is constantly trying to doimproving development in all fields, both in the fields of human resources, economics

and other fields, this is reflected in the Vision of West Lombok Regency, namely "Creating a Trustworthy, Prosperous and Achievement West Lombok Society Based on the Value of Patuh Patju.". Various efforts have been made by the West Lombok Regency government to realize this vision, this is reflected in the preparation of the RPJMD (Regional Medium Term Development Plan) for West Lombok Regency which focuses on achieving this vision. Although the economic development of West Lombok Regency shows positive development, it is in several aspects. There are several things that need to be improved on the quality of the economy and human development. For example, the number of poor people in West Lombok Regency was recorded in 2021 at 105 thousand people or around 14.47 percent, meanwhile in 2022 the number of poor people was 99.1 thousand or around 13.39 percent, although this shows a decrease, but still higher than the RPJMN target (national medium term development plan) which sets the percentage of poor people at 7-8 percent. Meanwhile, for the Human Development Index (HDI), West Lombok Regency was recorded as the district with the 4th highest Human Development Index (IPM) growth rate in NTB Province in 2022.

Based on BPS data from NTB Province, West Lombok's HDI growth from 2021 is 68.61 to 69.41 or an increase of 0.80 points. The conditions mentioned above must be immediately corrected, especially considering that West Lombok Regency is one of the regencies closest to Mataram City which is the center of progress in West Nusa Tenggara.

Based on Law 28 of 2009 concerning Regional Taxes and Retributions, Regional Tax, hereinafter referred to as tax, is a mandatory contribution to the region owed by an individual or body that is coercive in nature based on the Law, without receiving direct compensation and is used for regional

needs for the maximum amount. the great prosperity of the people.

The component of local original income that has an important role in contributing to revenue is local taxes. In general, it can be stated that the higher the income from taxes that can be collected from taxpayers, the higher the ability of the region to develop, and here the regional government should have knowledge and be able to identify potential sources of original regional income, especially from regional taxes. If you do not pay attention to and manage potential regional taxes, management will not be effective, efficient and economical. In the end, it will be detrimental to the community and local government as collectors, because local taxes do not reach targets and realize optimal regional revenues.

Formulation of the problem

The problem formulation of this research is

1. How effective is hotel and restaurant tax revenue in West Lombok Regency?

LITERATURE REVIEW

Effectiveness

According to Mardiasmo (quoted by Astanto, 2006) effectiveness is the level of achievement of program results with the targets set, however, according to Halim (quoted by Astanto, 2006) even though something is implemented deviating from the original plan, it has a beneficial impact on the target recipient group benefits, then it can be said to be effective. In simple terms, effectiveness is a comparison of outcomes with output. Measuring effectiveness aims to determine the success of an organization in achieving its goals. If an organization succeeds in achieving its goals, then the organization can be said to be effective, while Regional Tax Effectiveness is the achievement of everything that has been planned. Effectiveness can also be thought of as an assessment of success in achieving

predetermined targets (Ria, 2017). The effectiveness of regional taxes indicates the regional government's ability to collect regional taxes based on the targeted amount of tax revenue. So the effectiveness in question is how much the realization of regional tax revenues succeeds in achieving the target that should be achieved in a certain period.

Local tax

According to Law no. 28 of 2009 concerning regional taxes and regional levies. The definition of regional tax is a mandatory contribution to a region owned by private individuals or bodies that are coercive based on law, without receiving direct compensation and used for Regional needs for the greatest prosperity of the people.

After the New Order fell and was replaced by reform, there is a crucial change that has occurred in Indonesia, this change is the change in the authority of the central government from centralization to decentralization. Decentralization means that regions are given the authority to manage themselves and implement policies according to the needs of their respective regions. This has implications for regional governments being required to independently seek financial resources to finance development in their own regions.

Some elements of local taxes are as follows:

1. Contributions from the people to the state, meaning that only the state has the right to collect taxes and the form of tax is money, not goods.
2. The tax is collected based on regional regulations (perda) in the area.
3. There is no remuneration or counter-performance from the state directly.

Regional Original Income (PAD)

Is regional income sourced from regional tax results, regional levy results, separated regional wealth management results, and other legitimate regional original income, which aims to give graduation at the regional level in

exploring funding for the implementation of regional autonomy as an embodiment of the principle of centralization. One effort to look at regional capabilities in terms of regional finances in order to reduce dependence on the central government is to look at the composition of existing regional revenues. The greater the composition of regional original income, the smaller the regional government's ability to assume greater responsibilities. The composition of original regional income relative to regional revenues means that dependence on the center becomes greater. Meanwhile, the impact felt by the community with the increase in original regional income receipts is the smoothness of development. Development covers various sectors including road construction, construction of public facilities and other facilities. The sources of original regional income are: a. Regional taxes consisting of: hotel tax, restaurant tax, entertainment tax, street lighting tax, advertising tax, parking tax and excavated material collection tax b. Regional levies consisting of: General Services Levy and Business Services Levy. Increasing Regional Original Income are expected to facilitate the course of regional development and governance. If development can run smoothly, it is hoped that opportunities for community welfare will increase. According to Mardiasmo (2011) theories that support tax collection include:

1. State Insurance Theory protects the safety of life, property and the rights of its people. Therefore, the people must pay taxes which are likened to an insurance premium because they are guaranteed this protection.
2. Interest Theory The distribution of the tax burden to the people is based on the interests (for example protection) of each person. The greater a people interest in the state, the higher the tax that must be paid.
3. Carrying Capacity Theory The tax burden for everyone must be the same,

meaning that taxes must be paid according to each person's carrying capacity. To measure carrying capacity, 2 approaches can be used, namely: a. Objective element, by looking at the amount of income or wealth owned by a person. b. Subjective element, taking into account the magnitude of material needs that must be met.

4. Filial Service Theory The basis of fairness in tax collection lies in the people's relationship with their country. As devoted citizens, the people must always be aware that paying taxes is an obligation.
5. Purchasing Power Principle Theory The basis of justice lies in the consequences of tax collection. What this means is that collecting taxes means withdrawing purchasing power from community households to state households. Furthermore, the state will channel it back to the community in the form of maintaining community welfare. In this way, the interests of the whole community take priority.

RESEARCH METHOD

This research uses descriptive analysis methods. The calculation of the numbers uses the formula for contribution, effectiveness, and measuring the efficiency ratio. Contribution Analysis is an analysis used to find out how much contribution can be made from Hotel and Restaurant tax revenues to the Regional Original Income of West Lombok Regency

Effectiveness Ratio

Describes the ability of the Regional Government to realize the planned hotel and restaurant tax compared to the set target. To determine the effectiveness of Restaurant Tax revenue, it can be calculated using the formula (Dotulong, 2014):

$$\frac{\text{Realisasi Penerimaan Hotel \& Restoran}}{\text{Target Penerimaan Pajak Hotel \& Restoran}} \times 100 \%$$

This analysis aims to enable the author to determine the effectiveness of the realization of Hotel and Restaurant Tax revenues in the APBD of West Lombok Regency. So we can know the effectiveness of West Lombok Regency's restaurant tax revenue. The tax efficiency ratio will be measured through "a comparison of the total amount of hotel and restaurant tax revenue to population/customers" (Lambey, 2008) in one year. The data collection method used by researchers is to obtain correct and accountable information. The techniques used in this research are:

- a. Observation
Observations were carried out by observing and recording the hotels and restaurants that were the research samples, as well as collecting PAD report data and other data related to this research.
- b. Interview
direct interviews or questions and answers conducted with the Head of the Regional Revenue Agency (Bapenda) of West Lombok Regency, to find problems and solutions related to hotel and restaurant taxes.
- c. Document Analysis
More focused on concrete evidence, with this instrument we are invited to analyze the contents of documents that can support our research (Sujarweni, 2015: 94). This analysis is used as a basis that will be used in analyzing the case. These basics were obtained from the PAD report, as well as other data related to this research.

RESULTS AND DISCUSSION

Effectiveness of Hotel Tax in West Lombok Regency

The level of effectiveness of hotel tax collection can be determined by using the effectiveness ratio, which is a ratio that describes the ability of the Regional Government to realize the planned Hotel

tax compared to the budget determined based on the real potential of the region (Halim, 2007: 234) which can be calculated by comparing the realization of tax revenues designated PAD reception hotel. The calculation of the effectiveness of hotel tax collection in West Lombok Regency for 2017-2020 can be seen in the following table:

Year	2021	2022	2023
Target	15,616,677,580.36	37,578,288,997.44	30,881,695,442.66
Realization	7,236,114,481.50	25,253,037,595.19	25,597,669,969.60
Achievements (%)	46.34 %	67.20 %	82.89 %
Criteria	Ineffective	Less effective	Less effective

The table above shows that during the 2021-2023 period in general, although the average contribution of the hotel tax sector to West Lombok's PAD is quite large, the effectiveness of hotel tax collection carried out by the West Lombok Regency Government is in criteria that are not very encouraging because during the period In 2021-2023, none of them are in the effective category, there must be a new strategy for tax collection that must be carried out by the West Lombok Regional Government so that the realization of tax revenues from the hotel sector in the future must be able to reach the predetermined targets and must even exceed the planned targets. Especially after this pandemic, the West Lombok Regional Government must be creative in finding other sources of income to finance development, so that a situation like the current one can be overcome well for the welfare of the wider community.

Effectiveness of Restaurant Taxes in West Lombok Regency

The level of effectiveness of restaurant tax collection can be calculated using the effectiveness ratio. The effectiveness ratio is a ratio that describes the ability of the Regional Government to realize the planned resort tax with the realization it has achieved (Halim, 2007:234) which can be calculated by comparing the realization of resort tax revenue with the determined PAD revenue.

The calculation of the effectiveness of restaurant tax collection in West Lombok Regency for 2021-2023 can be seen in the following table:

Year	2021	2022	2023
Target	15,393,718,361.89	21,010,222,182.00	20,242,324,470.06
realization	7,610,021,876.83	21,131,059,198.61	20,386,401,821.07
Achievements	49.44 %	100.58	100.71
Criteria	Ineffective	Effective	Effective

Based on the data above, it can be seen that restaurant tax is in the very effective criteria for 2022 and 2023 and is in the ineffective criteria for 2021 and 2020, this is because in 2021 this is possible because in general Indonesia is still in the recovery era. Covid 19 pandemic, so restrictions on travel are still in effect

CONCLUSION

The conclusions of this research are as follows:

1. Overall, for the hotel sector, tax levies in West Lombok Regency are in the ineffective category, because the actual tax that can be achieved is almost always below the predetermined target, with the exception of restaurant tax, the tax levy collected exceeds 100% or exceeds the predetermined target in the

year 2022 and 2022 tax collection is in the very effective category.

2. In fact, hotel and restaurant taxes make a significant contribution to the PAD of West Lombok Regency, because their contribution to regional taxes is quite high.
3. Strategies to make tax collections effective must be immediately updated, especially for hotel tax collections

SUGGESTION

1. The West Lombok government must realize that the tourism sector is the sector that provides the most income from taxes, therefore the government needs to pay attention to what activities can be carried out to attract tourist visits to West Lombok Regency.
2. It is necessary to re-evaluate the tax collection strategy carried out so far, because even though the tax contribution to PAD is quite good, tax income from restaurants is still fluctuating.
3. There needs to be a special study that examines how the Lobar regional government seeks tax revenues other than hotel and restaurant taxes.

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