

Indirect Tax Policy Acceptance Model: From the Perspective of the Public in Malaysia

Nur Erma Suryani Mohd Jamel¹, Nadiah Abd Hamid^{2,*}, Siti Noor Hayati Mohd Zawawi³ and Soliha Sanusi⁴

^{1,2,3}*Faculty of Accountancy, Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam, Selangor, Malaysia.*

⁴*Faculty of Economics and Management, Universiti Kebangsaan Malaysia.*

Abstract: Given the strong rumour that the Goods and Services Tax (GST) may be re-introduced in Malaysia, Bernama (2022) reported that Malaysia is keen on reintroducing GST to expand its revenue base and carry the weight of public subsidies. Due to GST abolishment, Malaysia incurred an annual revenue loss of RM20 billion, shockingly, the reintroduction of SST contributed little to the government. Unfortunately, from the public's perspective, GST remains a very unpopular indirect tax reform due to its regressive nature, affecting both the poor and rich. Since the tax applies to every transaction regardless of the socioeconomic status of individuals, it places an undue burden, especially on poor households. The literature on the critical catalyst of the public acceptance of Malaysian indirect tax also lacks discussions on a specific public acceptance model for indirect tax policy implementation. This study, therefore, aims to bridge the gap by proposing an indirect tax acceptance model using the guiding principles of sound tax policy recommended by AICPA (2017). Using a quantitative approach, questionnaires were distributed to the B40, M40, and T20 household income earners throughout Malaysia. The results show that the guiding principles of the effectiveness of tax administrations, transparency and visibility, appropriate government revenue, neutrality, and simplicity are the variables that allow the assessment of public behaviour towards indirect tax. The findings can provide helpful feedback to relevant policymakers and tax authorities in designing a more acceptable indirect tax.

Type of Paper: Empirical.

Keywords: GST; SST; acceptance; burden; guiding principles of sound tax policy.

INTRODUCTION

Given the strong rumour that the Goods and Services Tax (GST) may be re-introduced in Malaysia, Bernama (2022) reported that Malaysia is keen on reintroducing GST to expand its revenue base and carry the weight of public subsidies. In fact, no country in the world has reverted from the Goods and Services Tax (GST) to the Sales and Service Tax (SST), except for Malaysia. Due to GST abolishment in 2018, Malaysia incurred an annual revenue loss of RM20 billion, and, surprisingly, the reintroduction of SST in 2018 (SST 2.0) did not contribute much to the government. Compared to the GST collection of RM41 billion in 2016 and RM44 billion in 2017, SST 2.0 only collected RM26.7 billion in 2020 and RM27.9 billion in 2021. Unfortunately, from the public's perspective, GST remains a very unpopular indirect tax reform due to its regressive nature, affecting both the poor and poor the rich. Since the tax applies to every

transaction regardless of the socioeconomic status of individuals, it places an undue burden, especially on poor households. Similarly, the SST 2.0 also disappoints the public since it has the same features as previous SST 1.0, for instance, high tax evasion levels by businesses (Sanusi, Omar, & Sanusi, 2015) and a cascading impact of sales tax whereby the tax incurred by manufacturers is re-taxed (tax-on-tax effect) to a certain extent at subsequent manufacturing process stages, thus increasing the prices of goods and services (Hashim, Hamid, Sanusi, & Mohammed, 2022; Pilus, 2019). The government implied that only 6,400 goods would be charged under SST 2.0 compared to 11,197 goods under GST (Hariz, 2018). Although the prices of goods should decrease with SST compared to the previous GST, the general public resents the escalating prices of goods post-SST 2.0 (Achariam, 2018). In 2019, the extensively-discussed National Worry Index compiled Malaysians' concerns regarding the SST 2.0 failure to alleviate goods and service prices (Zainal, 2016). Such alarming outcomes contradict the local government aim to provide lower goods and service prices through SST 2.0 (Choong, 2018; Muduli et al., 2022; Sanusi, Omar, Mohd Sanusi, & Muslichah, 2021).

*Address correspondence to this author at the Faculty of Accountancy, Universiti Teknologi MARA, Cawangan Selangor, Kampus Puncak Alam, Selangor, Malaysia; E-mail: nadiah201@uitm.edu.my

Global research on public acceptance of indirect tax highlighted tax burden (Casal, Kogler, Mittone, & Kirchler, 2016; Juliannisa, 2018) attitude (Garg, Dhaliwal, & Aggarwal, 2018), satisfaction and knowledge (Kaur, 2018; Li, 2015) and tax administration credibility (Anushuya & Pal, 2014; Suresh & Maity, 2016; Olweny, 2022). A substantial number of local studies involving Ling, Osman, Arman Hadi, Muhammad Safizal, and Rana (2016) and Hassan et al. (2016) have been performed to investigate the public perception and acceptance of indirect tax implementation. Most of the factors employed in local research on acceptance level towards indirect tax implementation denote burden, fairness, and public readiness. Notwithstanding, literature on the key catalysts of public acceptance of Malaysian indirect tax remains lacking with no discussions on a specific public acceptance model from GST implementation to SST re-implementation. Such unresolved problems could instigate another tragic rejection by the general public and impact governmental revenue collection. The current research aimed to bridge the existing gap given the paucity of studies in investigating the guiding principles of good tax policy recommended by AICPA (2017) and optimising Malaysians' acceptance of indirect tax implementation.

The primary research contribution is complemented by the tax acceptance model encompassing five guiding principles of good tax policy (effectiveness of tax administration, transparency and visibility, appropriate government revenue, neutrality, and simplicity) to enhance public indirect tax acceptance. Discussions on the study contribution could be divided into theoretical and practical implications. Theoretical implications entail implications on theory while practical counterparts include implications on stakeholders, policy-makers, and the public at large.

This study presented several theoretical and practical implications elicited from previous discussions. The theoretical contribution in this research originated from the AICPA (2017) guiding principles of good tax policy, which are well-established in developed nations. The current research also expanded the current body of literature by examining the tax acceptance determinants applied to direct tax. The empirical outcomes implied that tax acceptance determinants between (i) direct and indirect tax contexts and (ii) personal and business taxpayers share the same principles or similarities. Acceptance is pertinent in an indirect tax environment. Collectively, psychological, sociological, economic and institutional factors, or behavioural and non-behavioural elements proved to be crucial determinants of indirect tax acceptance. Although the regressivity of indirect tax would burden low-income earners, its capacity to collect tax on a wider scale renders it popular among relevant government agencies to gather revenue. Tax implication on public spending patterns is key to considering indirect tax implementation.

The current study framework expanded the present body of knowledge on indirect tax and public acceptance with the good tax policy guiding principles. The adoption of such principles emerged from comprehensive literature reviews and interview outcomes during the preliminary research. To date, this study has pioneered the use of good tax policy guiding principles in measuring public indirect tax acceptance. Effectiveness of tax administrations, transparency

and visibility, appropriate government revenue, neutrality, and simplicity could assess public behaviour towards indirect tax. The empirical outcomes, which affirmed the applicability of the Western-developed theory in a developing country resembling Malaysia, provide useful insights into indirect tax acceptance and behavioural literature. Regarding contributions to the body of knowledge, this study implied that the supply chain issues caused by the interdependence between one sector and another in the economy could raise the prices of goods although the government has exempted most of the basic necessities from indirect tax. The low pricing of indirect tax-exempted goods could be impacted when another sector associated with the manufacturing of goods experiences price hikes. In this vein, the prices of exempted goods would inevitably increase.

Further, this present study provided evidence on the public acceptance towards indirect tax can be viewed from the perspective of reversal theory. The public is in telic-paratelic states when they are aware that tax revenue is important for the country's development. The public will accept the indirect tax by realising its importance, as they are responsible for helping the government improve the citizen's well-being. Furthermore, the public is concerned about themselves and others in the autic-alloic state, where the rejection of indirect tax implementation is detrimental to the country. The public is in mastery-sympathy states when they realise the government needs indirect tax revenue collection to drive the country's development. Another rejection after reimplementing SST will impact the current lack of financial resources that can further hamper the country's development. The public is in a state of conforming, accepting the indirect tax peacefully, as the government promised that laws and regulations would protect them. The laws should protect the public from being burdened by manipulating businesses. The price manipulation and unacceptable burden will put the public in a negative state. These findings provide an insight for the government, especially the Ministry of Finance in evaluating the public behaviour in implementing any indirect tax.

The current study depicted practical implications other than advancing academic knowledge in taxation. Regarding practical study implications, tax authorities play an effective role in administering, enforcing, monitoring, and implementing new or re-introduced indirect taxes. First, the government has to ensure optimal tax governance to avoid public tax rejection. Specifically, both Royal Malaysian Customs Department (RMCD) and Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) must seriously consider their effectiveness in administering, enforcing, and monitoring indirect tax. It is deemed pivotal to assure the public of an effective indirect tax system. As previously mentioned, transparency and visibility is equally important. Transparent and visible information that is comprehensible and accessible should be publicised when introducing the indirect tax.

As the public perceived that they are not burdened by indirect taxation owing to the effectiveness of tax administration, transparency and visibility, and simplicity, the government could successfully raise adequate tax revenue to fund transformation programmes: improving public transportation, increasing the budget for educational activities, enhancing rural-area infrastructure, elevating low-income earners' liv-

ing standard, and addressing the high living cost in urban areas. In transitioning to the status of a high-income nation, the government needs to attain its goal of increasing household incomes by eliminating those below the poverty line income. The government could provide business grants to encourage households below the poverty line to establish businesses and raise their living standard. Their spending power would increase and subsequently decrease public tax burden with the elevation of living standards. Additionally, citizens are prepared to accept indirect tax in exchange for potential returns (public benefits). The findings could also prove useful for other countries as Malaysia is the only nation to reinstate SST 2.0 following the abolishment of GST. Specifically, ASEAN nations that share a similar background of taxpayers, tax systems, and mixed cultures could examine the indirect tax implementation processes in Malaysia and incorporate insights that could be extrapolated into their indirect tax regime.

This paper is organised as follows: after the introduction of the study in Section 1, a literature review and the development of hypotheses are provided in Section 2; Section 3 describes the sample, research variables, and the measurement and structural models employed in this paper, while the results are reported in Section 4 and discussed in Section 5; finally, Section 6 concludes this paper.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

1. Appropriate Government Revenue

The government should regard the tax system predictability, stability, and reliability in discussing the appropriate government revenues element (AICPA, 2017). It is deemed pivotal for the government to incorporate a versatile tax system to complement the targeted revenue while considering other factors: public circumstances. The retraction from GST to SST led to a drastic decrease in government revenues. From economists' viewpoint, this decline would jeopardise development projects that would have been funded by higher GST-derived revenues in the short term (Taha, Ahmad, Endut, & Baatwah, 2020). The implications for the government are evident given the drop in indirect tax collection (MOF, 2020). As such, the appropriate government revenue element under the good tax policy guiding principles implied that the government must review the indirect tax system in Malaysia to fulfil present revenue requirements (AICPA, 2017). Regardless, it is deemed challenging to select the appropriate target amount for revenue collection. Over-targeting would improve government revenues amidst public resentment of the imposed tax burden (Andrade, 2016). Meanwhile, tax revenues might be under-targeted if the tax system fulfils public acceptance. In Du Preez and Stiglingh (2018) the tax system should incorporate the appropriate government revenue principle to maintain revenue collection and attain the estimated tax revenue collection while still leaving a sustainable income portion for individuals. As such, the following hypothesis was developed:

H1: The appropriate government revenue is positively significant to public acceptance of indirect tax implementation in Malaysia.

2. Neutrality

Parallel to AICPA (2017) neutrality demonstrates how the government attempts to mitigate the tax law impact on taxpayers' decisions on performing a specific transaction. In tax, neutrality occurs when taxpayers' behaviour remains the same post-taxation (Nellen, 2002). Tax laws should be structured so that taxpayers' choices between distinctive options are unaffected by (income or indirect) tax components under the neutrality principle of (Kellgren, 2019). Consumers' spending patterns should also be less influenced by the incorporation of SST (Choong, 2018) as the number of taxable goods are lesser compared to that of GST. However, Saidi and Harun (2020) disclosed that 5% and 10% of SST imposed on selected goods and tax rates would affect public spending patterns and instigate price hikes compared to the standard 6% GST rate. Likewise, most Malaysians worried about the failure of SST to decrease goods and service prices (Zainal, 2016). Public indirect tax perception and acceptance are relatively impacted by their concerns about the possibility of tax burden (Bakar & Sawandi, 2017). The following hypothesis was developed as the public may behave differently to the novel system, specifically regarding their spending pattern:

H2: There is a positive relationship between the neutrality of tax and public acceptance towards indirect tax implementation in Malaysia.

3. Simplicity

Under AICPA (2017) simplicity is crucial to facilitate citizens' understanding of tax laws. Comprehensible tax law is essential for the general public to better understand and accept tax implementation. Based on Slemrod (2018) an ideal tax system should reflect simplicity: simplified tax legislation might substantially affect high tax acceptance among citizens who originate from distinctive backgrounds, cultures, incomes, educational backgrounds, and tax knowledge (Hassan, Naeem, & Gulzar, 2021). Simplified tax laws play an active role in safeguarding and realising fundamental public rights and interests and encouraging public tax acceptance, efficient tax laws, and optimal governance (Xue, 2016). Ghani, Mohammad, and Muhammad (2021) proposed that the government should effectively deliver SST oriented information, such as benefits for a smooth transition and implementation process as the prices of goods would be reduced in SST (MIDF Research, 2018). As the information accessed through the RMCD website at mysst.customs.gov.my is not quite user-friendly, the list of exempted goods proves ambiguous and intricate to identify thus proves to be relatively complex for public understanding (Ahmad, 2018). The following hypothesis was developed based on the aforementioned discussions:

H3: Tax simplicity is positively significant to the public acceptance towards indirect tax implementation in Malaysia.

4. Effectiveness of Tax Administration

The indirect tax system in Malaysia reverted from GST to SST in September 2018 with the effectiveness of tax administration being a focal point. The roles of Royal Malaysian Customs Department (RMCD) and Ministry of Domestic

and Consumer Affairs (KPDNHEP) are crucial for SST to optimise tax revenue collection. Optimal enforcement by tax administration would essentially ascertain what the government could use to achieve the aim of tax system transformations (Moosa, 2018). Although the goods and service prices should reduce by the SST reimplementation, KPDNHEP received thousands of public complaints following dissatisfaction over price hikes within a month of SST reimplementation (Bernama, 2022). This increase resulted from profiteering activities by businesses that exploit prices and financially burden people (Berita, 2018). Likewise, Narayanan (2018) speculated on tax authorities' enforcement initiatives to identify the price hike as following the absence of announcements or publicity. The following hypothesis was developed based on the aforementioned argument:

H4: The effectiveness of tax administration is positively significant to public acceptance towards indirect tax implementation in Malaysia.

5. Transparency and Visibility

Transparency occurs when citizens are aware of the presence of taxation together with how and when it is imposed on them and the society at large parallel to AICPA (2017). Meanwhile, visibility facilitates the public to gauge actual transaction costs, their total tax liability, and to which level of the government body it is being paid. Presumably, transparency and visibility occur with adequate knowledge of the paid tax amount (Afonso, 2016). Misconceived information instigated low public SST 2.0 acceptance despite details on social media involving the computation of indirect tax charges (Nawi, Yahaya, Cha, Kumar, & Zulkefle, 2020). It is deemed pivotal for the government to incorporate transparency and visibility in SST 2.0 to alleviate confusion among consumers (Azmi, Tarmuji, Abd Hamid, Rasit, & Rashid, 2020; Sanusi, Omar, Sanusi, & Noor, 2017). The preparedness to embrace taxation from an awareness of tax imposition and exemption, and chargeable goods (Hambali & Kamaluddin, 2017) would affect their attitude (Rahayu, Setiawan, & Troena, 2017). As such, the following hypothesis was developed based on the aforementioned arguments:

H5: There is a positive relationship between transparency and visibility and public acceptance towards indirect tax implementation in Malaysia.

UNDERPINNING THEORY: REVERSAL THEORY

The reversal theory represents the dependent variable in this study, namely the public acceptance of indirect tax in Malaysia. The reversal theory's main feature is that an individual can feel and behave distinctly at different times in the same situation (Apter, 2001). The theory contended that everyone's experience is changeable according to the situation. There are four domains discussed in reversal theory: telic (serious, outcome-oriented) and paratelic (playful, process-oriented), conformist (rule-abiding) and negativistic (rebellious), mastery (domination oriented) and sympathy (relationship-oriented), and autic (concern for self) and alloic (concern for others).

Reversal theory proposes that humans experience a battled situation through four interrelated motivational states. In

each state, the individual experiences psychological tension resolved by acting one way and not another. In the telic-paratelic state, the individual focuses on the present moment or adopts a broader future orientation. On the other hand, the individual rebels against the dominant order or abides in the conformist-negativistic state. In the mastery-sympathy state, the individual strives to care for or control others. Additionally, in the autic-alloic state, the individual strives to advance either self or group interests (Sammut, 2019).

The underlying reversal theory suit represents the public's experiences in an indirect tax journey (Desselles, Murphy, & Theys, 2014). When the public accepts the tax, they will comply with the implementation. However, if the tax implementation is hardening their cost of living, in the latter, the public may reject the tax to be free. Malaysia drew its history in the taxation system when the implementation of Goods and Services Tax (GST) was mentioned as among the reasons for the 61-year-old government's defeat in the previous 14th General Election (Kamaruzzaman, 2018). The new government, Pakatan Harapan, introduced the Sales and Services Tax (SST) 2.0 to replace the zero-rated GST. The SST 2.0 hoped to cover the indirect tax revenue collection, while the projected amount was only half of the previous GST collection. Another rejection after reimplementing SST will impact the current lack of financial resources that can further hamper the country's development. To fit in the problem discussed in this study, when the public feels burdensome by the indirect tax, they will respond negatively to its implementation. Reversal theory suggests that three factors can facilitate or induce a reversal separately or in combination. Firstly, the experience of contingent events, in which changes in an individual's environment or surroundings produce a change in the meta-motivational state (Watkins, 2017). Specifically, individuals normally switch to a negativist state from the conformist state when faced with a threat or burden. This situation is what precisely happened in Malaysia. Initially, the public was relieved and happily agreed to the government's decision to announce that the GST was zero-rated. Nevertheless, the public was then shocked by the reimplementation of SST. Similar issues occurred in the SST 2.0 implementation. The public is continuously facing burdensome problems due to the accelerating goods and services prices.

Secondly, there is the experience of frustration, in which an individual feels obliged to switch states for not being able to achieve what they desire in the current meta-motivational state. The government initially promised that SST 2.0 would only be chargeable to the goods and services less than half of GST coverage previously (Rahman, Johari, Abdul Manaff, Wan Mohamad, & Ramli, 2019). Nevertheless, the National Worry Index 2019 revealed the public's frustration as the SST 2.0 failed to reduce the pricing of goods and services. Thirdly, there is the experience of satiation, in which prolonged time is spent in a particular state. In this case, an individual becomes mindful of the internal factors such as dissatisfaction with the burden of SST 2.0 or environmental indications, for example, the price manipulation by the businesses, to switch states (Watkins, 2017).

The study's main objective is to examine the factors that can help enhance public acceptance of indirect tax implementa-

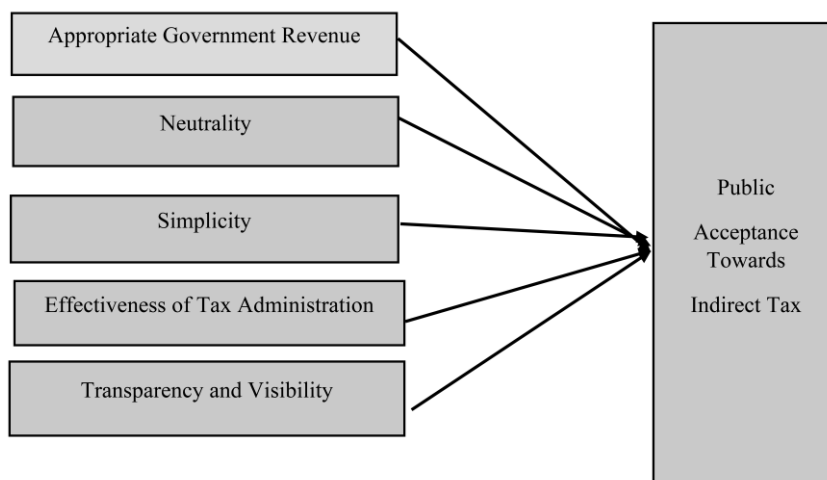


Fig. (1). Framework of the study.

tion by adopting the elements of guiding principles of good tax policy. In discussing the states of meta-motivational and factors that caused the reversal, this study discovered that the public is indirectly expressing their thoughts on the elements of guiding principles, effectiveness of tax administration, transparency and visibility, appropriate government revenue, neutrality, and simplicity. Considering these elements in the indirect tax mould can facilitate or induce public acceptance. Besides, reversal theory helps switch the rejection to acceptance behaviour by understanding the public psychological state. Fig. (1) presents the developed conceptual model of this study.

Methodology

Contingent on the indirect tax acceptance model, this study examines the impact of the five guiding principles of good tax policy (effective tax administration, simplicity, neutrality, transparency and visibility, and appropriate government revenues) on the public acceptance of SST 2.0 implementation in Malaysia. This study employed a purposive and quota sampling approach. The sample was selected following specific criteria to fulfil the study objectives. As a non-probability sampling design, data is collected from a specific target or group on a rational basis (Sekaran & Bougie, 2011). The researcher pre-specified respondents' attributes and determined the survey dissemination among the target population in quota sampling. This study strived to examine public SST implementation acceptance following the AICPA guiding principles. A non-probability sample proves more suitable for theory rather than sampling generalisation and incomplete sampling frames (Hulland, Baumgartner, & Smith, 2018). Consequently, perspective-based research holds relevance to all taxpayers regardless of their income sources. Respondents should also be 18 years old and above: the minimum working age in Malaysia. Assumably, the individuals purchased goods and rendered services. The definition of 'public' in the study setting implied households that are classified as B40, M40, and T20. A household denotes a person or group living together in the same house and sharing the same foods and other living essentials. As of 2019, the total number of households in Malaysia was 7.3 million. In determining the appropriate sample size, this study makes a

reference from two sources which are sample recommendations in PLS-SEM as well as G*Power 3 statistical calculator. As thus study employs PLS-SEM to analyse the data, sample recommendation in PLS-SEM is referred. PLS-SEM is the second-generation tool which is fundamentally built on properties of Ordinary Least Squares (OLS) regression. With an effect size of 0.15, alpha of 0.05, and a power of 0.8, the minimum sample size entailed 146 respondents. The questionnaires were distributed using quota and purposive sampling and the data were collected between December 2019 and March 2020. A total of 556 responses were successfully gathered from the respondents representing the three household income categories in Malaysia, constituting the B40, M40, and T20 groups. Thus, the power of greater than 0.9 is deemed large for the study and the findings are also feasible.

Using a quantitative method through a survey instrument, data were collected using questionnaires and analyzed using SPSS for descriptive analysis and PLS-SEM for hypothesis testing. This study performed a pre-test among the general public to (i) ascertain the possible issues in item comprehension or interpretation (Kumar, 2014) (ii) predict complexities that may arise during the survey administration (Mumtaz, Ting, Ramayah, Chuah, & Cheah, 2017) and (iii) assess the face validity of items (Sekaran & Bougie, 2011). The current study questionnaire was pre-tested by academicians, doctoral students, and tax authorities to determine question clarity. The questionnaire was subsequently enhanced upon receiving expert feedback. The questionnaires were also distributed to a small group of individuals from the B40, M40, and T20 income categories. Furthermore, a pilot study was performed to potentially modify questionnaire items, ascertain whether the respondents precisely comprehended, and forecast the duration to address the questionnaire. Finally, the revised questionnaire was finalised and used for hypothesis testing.

Data Analysis

To test the proposed model, the researchers applied partial least square-structural equation modelling (PLS-SEM) using SmartPLS 3.2.8 and further tested multivariate normality using the web software (<https://webpower.psychstat.org/models/kurtosis/>) suggested by Cain, Zhang, and Yuan (2017). In addition, Mardia's coefficients for multivariate

skewness and kurtosis were 8.538 ($t = 640.320, p < 0.01$) and 103.505 ($t = 19.710, p < 0.05$), respectively, which suggests that the data did not have a multivariate normal distribution. Hence, SmartPLS 3.2.8 was used to test the model through bootstrapping. Based on the suggestions by Hair, Risher, Sarstedt, and Ringle (2019) and Rahman et al. (2019) the researchers first tested the measurement model and subsequently the structural model. Furthermore, as the data were collected from a single source, the researchers also conducted a full collinearity assessment to assess the issue of common method bias as suggested by Kock (2015). Overall, the results indicated no serious concern in the present study because all of the VIF values were below the 3.3 threshold.

Measurement Model

To evaluate the reflective measures, the researchers used composite reliability (CR) to measure internal consistency. Construct reliability was demonstrated in this study since the CR values of all constructs exceeded 0.70, and the same goes for convergent validity as the average variance extracted (AVE) value was above the 0.50 threshold were shown in Table 1. Finally, to check for discriminant validity, the researchers conducted the heterotrait-monotrait ratio of correlations (HTMT) procedure as suggested by Henseler, Ringle, and Sarstedt (2015) and the overall evaluation results confirmed the validity and reliability of all measurements.

Table 1. Summary of Measurement Model Results.

Variables	Items	Indicator Reliability Loadings > 0.50	Convergent Validity AVE > 0.50	Internal Consistency Reliability CR > 0.7
Appropriate Government Revenue	GR1	0.818	0.635	0.874
	GR2	0.854		
	GR3	0.760		
	GR4	0.750		
Neutrality	N5	0.775	0.558	0.790
	N6	0.803		
	N7	0.655		
Simplicity	S8	0.947	0.872	0.932
	S9	0.921		
Effectiveness of Tax Administration	E10	0.697	0.522	0.896
	E11	0.711		
	E12	0.809		
	E13	0.711		
	E14	0.691		
	E15	0.741		
	E16	0.818		
	E17	0.572		
Transparency and Visibility	TV18	0.696	0.518	0.906
	TV19	0.696		
	TV20	0.749		
	TV21	0.715		
	TV22	0.786		
	TV23	0.757		
	TV24	0.726		
	TV25	0.687		
	TV26	0.655		

Public Acceptance	PA27	0.763	0.633	0.922
	PA28	0.850		
	PA29	0.840		
	PA30	0.863		
	PA31	0.856		
	PA32	0.553		
	PA33	0.797		

Structural Model

This study objective aimed to propose an indirect tax acceptance model under the good tax policy guiding principles. This study tested the hypotheses developed for five principles (appropriate government revenue, neutrality, simplicity, effectiveness of tax administration, and transparency and visibility) to attain the aforementioned objective. Based on the assessment outcomes, the hypotheses depicted a t-value ≥ 1.645 and 0.05 significance level for appropriate government revenue ($\beta = 0.210$, $t = 4.618$, $p < 0.01$), neutrality ($\beta = 0.140$, $t = 3.802$, $p < 0.01$), simplicity ($\beta = 0.138$, $t = 2.862$, $p = 0.002$), effectiveness of tax administration ($\beta = 0.256$, $t = 4.783$, $p < 0.01$), and transparency and visibility ($\beta = 0.220$, $t = 5.748$, $p < 0.01$). Meanwhile, the effect size for all principles were considered small towards public acceptance. Table 2 demonstrates the outcome for research objective.

The H1 measures public perception of government initiatives to ensure the appropriateness of SST 2.0 implementation. The government should cautiously incorporate SST 2.0 to boost the national revenue and consider its implications for the general public. Based on the study analysis, appropriate government revenue ($\beta = 0.210$, $t = 4.618$, $p < 0.01$), proved significant in optimising public acceptance towards indirect tax implementation in Malaysia. The outcome paralleled that of Rahman et al. (2019) where SST 2.0 would accumulate government funding for income redistribution to the general public. The public also acknowledged that various publicly-benefitting projects could be developed through SST 2.0, which was inevitably accepted (Husin & Zaini, 2018). The revenue collection from indirect tax sources is declining since the GST was zero-rated (MOF, 2020). Arguably, their accountability compelled the public towards accepting SST 2.0 for local economic development.

H2 predicted a positive neutrality-public acceptance relationship regarding indirect tax implementation in Malaysia. Resultantly, this correlation was supported at neutrality ($\beta = 0.140$, $t = 3.802$, $p < 0.01$), following the government intention pre-SST 2.0 for higher disposable income as the goods and service prices would decrease. Perceivably, consumers' tax burden would be lesser with SST 2.0 with only 6,400 taxable goods compared to that of GST with 11,197 taxable goods (Achariam, 2018). The research outcome demonstrated respondents' call for minimal effects on tax burden through SST 2.0 implementation, which could impact their spending pattern. The finding corresponded to Bernama (2022) that reported public complaints on business-induced price manipulation within several months of SST 2.0 implementation, which inevitably impacted their spending pattern. The statement paralleled that of Saidi and Harun (2020)

where the tax burden encountered by the public is higher during SST 2.0 given the 10% tax rate imposed on specified goods. For example, toothpaste and soap have been subjected to a 10% sales tax, which necessitates consumers to pay a higher price compared to the standard 6% GST rate.

The study outcome for H3 denoted the significance of simplicity for public acceptance at $\beta = 0.138$, $t = 2.862$, $p = 0.002$. In other words, simpler indirect tax laws and regulations lead to high public indirect tax. The incorporation of simplicity demonstrates the need for relevant government bodies to offer clear justifications for SST 2.0 for high public acceptance. The finding coincided with that of Saad et al. (2014) and Sing and Bidin (2020) who asserted the essentiality of publishing tax rules in a simplified version for public comprehension. A robust good tax system should be simplified and comprehensible (Dwi, 2018). Based on the empirical findings, justifications regarding SST 2.0 proves to be relatively complex for public understanding. As the information accessed through the RMCD website at mysst.customs.gov.my is not quite user-friendly, the list of exempted goods proves ambiguous and intricate to identify. The customs department should generate a simplified list of recommended goods for SST 2.0 exemption to appease the public. Unsurprisingly, the current research identified low agreement levels on the comprehensibility of SST among respondents. The aforementioned outcome offers useful insights for tax authorities to exercise their efforts to mitigate SST 2.0-oriented intricacies and encourage public acceptance following Slemrod (2018) where an ideal tax system should be simple to prevent ambiguities.

The study outcome for effectiveness of tax administration ($\beta = 0.256$, $t = 4.783$, $p < 0.01$) for H4, demonstrated the effectiveness of RMCD and KPDNHEP in enforcing SST 2.0, which is significant for high public acceptance. The research outcome was complemented by a newspaper report where KPDNHEP received approximately 2,000 public complaints following SST 2.0 in the first month of its enforcement with 50% of the total complaints associated with F&B rates (Bernama, 2022). Arguments on tax authorities' lack of enforcement activities were also highlighted to detect price exploitation (Narayanan, 2018). Businesses' attitudes toward taking advantage of the current predicament for the sake of profitability remain an issue despite government-implemented rules and deterrence policies to resolve price increment issues (Rahman et al., 2019). The KPDNHEP encountered challenges to overcome exploitation issues by manipulative businesses that strive to increase the price of goods despite the enforcement of the Price Control and Anti-Profitteering Act 2011 (Act 723) to curb price exploitation and profiteering activities and safeguard consumers' rights

Table 2. Hypotheses Testing.

Hypothesis	Relationship	Path Coefficient β	Std Error	t-value	p-value	Decision
H1	Appropriate Government Revenue → Public Acceptance	0.210	0.046	4.618	$p < 0.01$	Supported
H2	Neutrality → Public Acceptance	0.140	0.037	3.802	$p < 0.01$	Supported
H3	Simplicity → Public Acceptance	0.138	0.048	2.862	0.002	Supported
H4	Effectiveness of Tax Administration → Public Acceptance	0.256	0.053	4.783	$p < 0.01$	Supported
H5	Transparency and Visibility → Public Acceptance	0.220	0.038	5.748	$p < 0.01$	Supported

(Achariam, 2018; Zain & Yusof, 2017; Ghebregiorgis & Negusse, 2022) to compromise the government efforts to minimise living costs.

The aforementioned outcome for H5, transparency and visibility at ($\beta = 0.220$, $t = 5.748$, $p < 0.01$) corresponded to Afonso (2016) who conceded that tax payment information disclosure potentially enhances public tax acceptance. Malaysians are concerned about the transparent attribute of indirect taxation (Marimuthu & Bidin, 2016). Meanwhile, the SST 2.0 mechanism is also arguable as taxes were embedded within the goods and service prices (RMCD, 2018) which could impact the supply chain and instigate a cascading effect (Wong & Kee, 2018; Yong, 2018). In GST, consumers could observe the number of taxable goods in payment receipt, unlike that of SST 2.0, thus questioning the taxed amount transparency. Consequently, the price of goods was inflated as the sales tax charged at the manufacturer level was considered as part of the production cost. Manufacturers would directly sell their final product to consumers with the sales tax cost compounded as the goods are sold using the supply chain. Consequently, the actual cost of the sales tax was invisible to end consumers (MIDF Research, 2018). As citizens might undergo the same experience as SST 1.0 with the conversion to SST 2.0, the study outcome demonstrated that consumers are entitled to derive information on taxable items in SST 2.0 for tax amount visibility following past works involving Shafie, Ahmad, and He (2016); Shamsuddin, Ruslan, Halim, Zahari, and Fazi (2014) and Fatt and Khin (2011).

The following indirect tax model acceptance is formed as follows based on the outcomes:

$$Y = \beta_0 + 0.256X_1 + 0.220X_2 + 0.210X_3 + 0.140X_4 + 0.138X_5 + \varepsilon$$

where,

- Y = Public Acceptance
- β_0 = Intercept
- β_1, β_2 = Beta Coefficient
- X1 = Effectiveness of Tax Administration
- X2 = Transparency and Visibility
- X3 = Appropriate Government Revenue

- X4 = Neutrality
- X5 = Simplicity
- ε = Random Error Term

CONCLUSION AND IMPLICATION OF THE STUDY

The five aforementioned principles enhanced public indirect tax acceptance in Malaysia with the effectiveness of tax administrations being the most significant counterpart. Conclusively, citizens are vigilantly monitoring tax authorities’ role in enforcing indirect tax. For example, tax administrators should tighten their enforcement activities by announcing the name of sellers or shops in newspapers or suspending their business licenses for hoarding goods or manipulating the prices of goods. Tax (including SST 2.0) policy implementation challenged the effectiveness of tax administration as perceived by the general public.

The application of transparency and visibility in indirect tax implementation would enable the government to catalyse public acceptance. For example, supermarkets display notice boards for consumers to identify goods with a 5% (chicken nuggets and olive oil) and 10% sales tax (beverages, toiletries, other SST 2.0-exempted items). This transparency would enable consumers to manage their spending and avoid unnecessary indirect tax payments. This action implies one way of increasing SST 2.0 information transparency and visibility. In line with the study data analysis on appropriate government, citizens would accept indirect tax in exchange for public benefits in terms of infrastructure or development with the gathered tax revenue. For example, the public (specifically the B40 group) could utilise recreational parks that are equipped with facilities as a place to spend time with their family. Tax collection could also be channelled to upgrade health facilities, particularly in government hospitals, to avoid long queues for medical treatment following the shortage of doctors. Patients who frequently seek medical treatment in government hospitals following the financial insufficiency to approach private hospitals tend to fall under the B40 category. For patients who work as food hawkers, prolonged waiting time at the government hospitals would adversely impact their income. The government could appoint more doctors with high tax revenue to resolve this issue. The public would be more receptive to indirect tax in the wake of public benefits and vice versa or what they can get in return.

The neutrality principle in this study is vital to seek public perception of whether SST 2.0 is cumbersome or otherwise. Conclusively, the government needs to ensure appropriate mitigation of tax burden for high public SST 2.0 acceptance. Citizens anticipate the price of goods to be much cheaper than before for low living costs. Perceivably, the government should expand the list of government-subsidised goods post-indirect tax implementation. To date, the government has subsidised wheat flour, cooking oil, and cooking gas (LPG), which could be expanded to alleviate public tax burden, particularly for essential goods. The KPDNHEP has recently implemented the Malaysian Maximum Family Price Scheme (SHMKM) from 1 January 2022 to 4 February 2022 as a means of reducing public burden owing to high living costs. Although 12 types of goods, including chicken, eggs, and vegetables are listed under SHMKM, the ceiling price of chicken increased to RM10.50 per kilogram following the end of the scheme. The government eventually fixed and subsidised the ceiling price for chicken at RM8.90 per kilogram until 5 June 2022. The government implementation of indirect tax and simultaneous subsidisation of basic needs would minimise the tax burden effect and improve public acceptance.

Following the research outcome, simplicity proves vital to improving public indirect tax acceptance. The government should ensure that citizens internalise the objective, mechanism, calculation, and basis of how they would be taxed to produce indirect taxation. Public ambiguities on SST 2.0 could be due to tax rate classification. For example, the wording 'is exempted' on the RMCD website could be simplified to 'no tax charge' to facilitate public understanding.

In line with the aforementioned considerations, the government should adopt a model that potentially delivers distinctive incentive and communication approaches for indirect tax (SST 2.0) acceptance and prove that such taxation would provide more social benefits than disadvantages. Empirical evidence on indirect tax acceptance would gradually increase as consumers begin to notice specific benefits, such as financial aid and public infrastructure with the gathered tax revenue.

ACKNOWLEDGEMENTS

The authors would like to thank the Universiti Teknologi MARA for granting FRGS grant ref no. 600-IRMI/FRGS 5/3 (348/2019).

REFERENCES

Achariam, T. (2018). Step up enforcement to prevent profiteering under SST, says lecturer. *The Sun Daily*.

Afonso, W. (2016). *The challenge of transparency in Taxation*. In Mercatus Center George Mason University. (77)

Ahmad, M. R. M. (2018). *The people need an explanation of SST*. *Daily news*. Retrieved from <https://www.bharian.com.my/berita/nasional/2018/07/451773/raky-at-perlu-penjelasan-sst>

AICPA. (2017). *Guiding principles of good tax policy: A framework for evaluating tax proposals*. Paper presented at the American Institute of Certified Public Accountants.

Andrade, A. L. D. (2016). Creating public acceptance of congestion charges: Revisiting the evidences.

Anushuya, & Pal, N. K. (2014). Indian indirect tax systems' reforms and goods and services tax. *Advances in Management*, 7(7), 9-14.

Apter, M. J. (2001). *Motivational styles in everyday life: A guide to reversal theory*. Washington, DC: American Psychological Association.

Azmi, N., Tarmuji, I., Abd Hamid, N., Rasit, Z., & Rashid, N. (2020). Tax compliance motives among grab car drivers in Malaysia. *Journal of Critical Reviews*, 7(11), 445-451.

Bakar, A. S. A., & Sawandi, N. (2017). Public acceptance and impacts of goods and services tax (GST) in State of Kedah. *International Journal of Economic Research*, 14(16), 77-85.

Berita, H. (2018). The price of goods goes down a myth if SST is implemented.

Bernama. (2022). *Holistic approach needed for structural reforms, GST reinstatement: Economists*. *The Sun Daily*. Retrieved from <https://www.thesundaily.my/business/holistic-approach-needed-for-structural-reforms-gst-reinstatement-economists-FJ9319340>

Cain, M., Zhang, Z., & Yuan, K. (2017). Univariate and multivariate skewness and kurtosis for measuring nonnormality: Prevalence, influence and estimation. *Behavior Research Methods*, 49(5), 1716-1735. <https://doi.org/10.3758/s13428-016-0814-1>

Casal, S., Kogler, C., Mittone, L., & Kirchler, E. (2016). Tax compliance depends on voice of taxpayers. *Journal of Economic Psychology*, 56, 141-150. <https://doi.org/10.1016/j.joep.2016.06.005>

Choong, K. F. (2018). *GST vs SST. Which is better? The star*. Retrieved from <https://www.thestar.com.my/news/nation/2018/08/12/gst-vs-sst-which-is-better/>

Desselles, M. L., Murphy, S. L., & Theys, E. R. (2014). The development of the reversal theory state measure. *Journal of Motivation, Emotion, and Personality*, 2(1), 10-21. <https://doi.org/10.12689/jnep.2014.202>

Du Preez, H., & Stiglingh, M. (2018). Confirming the fundamental principles of taxation using Interactive qualitative analysis. *E-Journal of Tax Research*, 16(1), 139-174.

Dwi, A. D. (2018). Analysis of e-tax implementation in Malang City of Indonesia: A review based on the ten guiding principles of good tax policy. *Russian Journal of Agricultural and Socio-Economic Sciences*, 80(8), 68-74. <https://doi.org/10.18551/rjoas.2018-08.09>

Fatt, C. K., & Khin, E. W. S. (2011). A study on self-assessment tax system awareness in Malaysia. *Australian Journal of Basic and Applied Sciences*, 5(7), 881-888.

Garg, A., Dhaliwal, R. S., & Aggarwal, A. (2018). Attitude, satisfaction and acceptance on the implementation of GST: A behavioral study. *Commerce Management*, 7(1), 20-35.

Ghani, E. K., Mohammad, N., & Muhammad, K. (2021). Custom officers' readiness for sales and service tax implementation in Malaysia: An organisational readiness for change perspective. *The Journal of Asian Finance, Economics and Business*, 8(3), 459-468.

Ghebregiorgis, F., & Negusse, H. (2022). Factors affecting public servants' performance in developing countries: Evidences from Eritrea. *International Journal of Public Policy and Administration Research*, 9(1), 1-10. <https://doi.org/10.18488/74.v9i1.2947>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/eb-11-2018-0203>

Hambali, S. S., & Kamaluddin, A. (2017). *Taxpayers' competency level in governing goods services tax (Gst) compliance: Malaysia scenario*. Paper presented at the SHS Web of Conferences ICGA, 00042.

Hariz, L. (2018). *Customs term leakage space, price manipulation, smaller under SST*. *Astro Awani*. Retrieved from <https://www.astroawani.com/berita-malaysia/kastam-jangka-ruang-ketirisan-manipulasi-harga-lebih-kecil-bawah-sst-181852>

Hashim, N. H., Hamid, N. A., Sanusi, S., & Mohammed, N. F. (2022). The impact of e-filing usage on the job performance of tax agents in Malaysia. *International Journal of Business and Emerging Markets*, 14(1), 63-85. <https://doi.org/10.1504/ijbem.2022.119427>

Hassan, A. A., Golam, Saari, M. Y., Utit, C., Hassan, A., & Harun, M. (2016). Estimated impact of GST implementation on production costs and cost of living in Malaysia. *Malaysian Economic Journal*, 50(2), 15-30.

Hassan, I., Naeem, A., & Gulzar, S. (2021). Voluntary tax compliance behavior of individual taxpayers in Pakistan. *Financial Innovation*, 7(1), 1-23. <https://doi.org/10.1186/s40854-021-00234-4>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. <https://doi.org/10.1007/s11747-014-0403-8>

Hulland, J., Baumgartner, H., & Smith, K. M. (2018). Marketing survey research best practices: Evidence and recommendations from a re-

- view of JAMS articles. *Journal of the Academy of Marketing Science*, 46, 92-108. <https://doi.org/10.1007/s11747-017-0532-y>
- Husin, K. A., & Zaini, S. M. (2018). It's not like canceling the mega project - Dr Mahathir. *Daily News*.
- Juliannisa, I. A. (2018). Effect of consumption on acceptance of value added taxes (VAT) in Indonesia during 1984-2016. *AFEBI Economic and Finance Review*, 3(1), 67-76.
- Kamaruzzaman, A. Z. (2018). *BN failed the tsunami wave of the people*. *Daily news*. Retrieved from
- Kaur, H. (2018). *Public awareness, knowledge and understanding of GST in India* Paper presented at the International Conference on Management and Information System.
- Kellgren, J. (2019). *Analyzing income tax neutrality*. In *Juridicum anthology 2019*: Örebro University.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration (ijec)*, 11(4), 1-10. <https://doi.org/10.4018/ijec.2015100101>
- Kumar, R. (2014). *Research methodology, a step by step guide for beginners* (4th ed.): SAGE Publication Ltd.
- Li, Q. (2015). *Welfare effects of consumption taxes*. Doctoral Dissertation, The Graduate School, Stony Brook University: Stony Brook, NY.
- Ling, S., Osman, A., Arman Hadi, A., Muhammad Safizal, A., & Rana, S. (2016). Public acceptance and compliance on goods and services tax (GST) implementation: A case study of Malaysia. *Asian Journal of Social Sciences & Humanities*, 5(1), 1-12.
- Marimuthu, M., & Bidin, Z. (2016). Awareness, attitude and probable area of difficulties towards the proposed goods and services tax in Malaysia. *International Review of Management and Marketing*, 6(8), 175-180.
- MIDF Research. (2018). *Domestic spending beckons: Despite SST*.
- MOF. (2020). *Section 2: Federal government revenue*. Retrieved from https://www.mof.gov.my/portal/arkib/revenue/tf_2020_en.html
- Moosa, F. (2018). Tax Administration Act: Fulfilling human rights through efficient and effective tax administration. *De Jure*, 51(1), 1-16. <https://doi.org/10.17159/2225-7160/2018/v51n1a1>
- Mumtaz, A., Ting, H., Ramayah, T., Chuah, F., & Cheah, J. (2017). Editorial, 'a review of the methodological misconceptions and guidelines related to the application of structural equation modelling: A Malaysian scenario'. *Journal of Applied Structural Equation Modeling*, 1(1), 1-13. [https://doi.org/10.47263/jasem.1\(1\)01](https://doi.org/10.47263/jasem.1(1)01)
- Muduli, D. K., Rout, S. K., & Khan, N. (2022). Nexus between tax structure and income inequality in India. *Asian Development Policy Review*, 10(2), 88-105. <https://doi.org/10.55493/5008.v10i2.4484>
- Narayanan, S. (2018). *Why the GST failed*. *News straits times*. Retrieved from <https://www.nst.com.my/opinion/columnists/2018/08/400476/why-gst-failed>
- Nawi, H. M., Yahaya, M. N., Cha, N. A., Kumar, R., & Zulkefle, W. N. S. A. (2020). Goods and services tax revisited: Tax compliance among the Malaysian public, 2015-2018. *International Journal of Academic Research in Accounting, Finance and Management Sciences*, 10(1), 261-269. <https://doi.org/10.6007/ijarafms/v10-i1/7179>
- Nellen, A. M. (2002). The AICPA's 10 guiding principles. *The Tax Adviser*, 33(2), 100.
- Olweny, T. (2022). The nexus between gambling tax and the gross domestic product in Kenya. *Journal of Accounting, Business and Finance Research*, 15(2), 41-65. <https://doi.org/10.55217/102.v15i2.551>
- Pilus, F. A. M. (2019). *No need to change, improve SST-economist*. *Daily metro*. Retrieved from <https://www.hmetro.com.my/mutakhir/2019/10/503580/tak-perlu-ganti-tambah-baik-sst-pakar-ekonomi>
- Rahayu, Y. N., Setiawan, M., & Troena, E. A. (2017). The role of taxpayer awareness, tax regulation and understanding in taxpayer compliance. *Journal of Accounting and Taxation*, 9(10), 139-146.
- Rahman, S., Johari, N. A., Abdul Manaff, M. I., Wan Mohamad, W. S. S., & Ramli, R. R. (2019). From good and service tax (GST) to sales and service tax (SST). *Gading Journal for the Social Sciences*, 22(00), 176-181.
- RMCD. (2018). SST implementation briefing session.
- Saad, M., Omrani, A. S., Baig, K., Bahloul, A., Elzein, F., Matin, M. A., Al Aidaroos, A. Y. (2014). Clinical aspects and outcomes of 70 patients with Middle East respiratory syndrome coronavirus infection: a single-center experience in Saudi Arabia. *International Journal of Infectious Diseases*, 29, 301-306. <https://doi.org/10.1016/j.ijid.2014.09.003>
- Saidi, S., & Harun, M. (2020). *Goods and services tax (GST) transition to sales and services tax (SST): Impact on the welfare of B40 and M40 households in Malaysia*. Paper presented at the International Conference on the Future of ASEAN.
- Sammur, G. (2019). The motivational staircase: Evolutionary insights from reversal theory. *Peace and Conflict: Journal of Peace Psychology*, 25(4), 346-348. <https://doi.org/10.1037/pac0000399>
- Sanusi, S., Omar, N., Mohd Sanusi, Z., & Muslichah, I. (2021). The application of the responsive regulation theory on indirect tax compliance among small and medium enterprises in Malaysia. *Management & Accounting Review*, 20(2), 137-160. <https://doi.org/10.24191/mar.v20i02-06>
- Sanusi, S., Omar, N., & Sanusi, Z. M. (2015). Goods and services tax (GST) governance in the Malaysian new tax environment. *Procedia Economics and Finance*, 31, 373-379. [https://doi.org/10.1016/s2212-5671\(15\)01212-5](https://doi.org/10.1016/s2212-5671(15)01212-5)
- Sanusi, S., Omar, N., Sanusi, Z. M., & Noor, R. M. (2017). Moderating effect of audit probability on the relationship between tax knowledge and goods and services tax (GST) compliance in Malaysia. *Pertanika Journal of Social Sciences and Humanities*, 25(11), 231-240.
- Sekaran, U., & Bougie, R. (2011). *Research methods for business a skill building approach* (5th ed.): John Wiley & Sons Ltd.
- Shafie, M. Z., Ahmad, K., & He, T. G. (2016). *Understanding of goods and services tax (GST) and spending behavior among Malaysian consumers*. Paper presented at the 28th International Business Information Management Association Conference
- Shamsuddin, A., Ruslan, M. M., Halim, A., Zahari, N. F., & Fazi, N. M. (2014). Educators' awareness and acceptance towards Goods and Services Tax (GST) implementation in Malaysia: A study in Bandar Muadzam Shah, Pahang. *International Journal of Business, Economics and Law*, 4(1), 1-10.
- Sing, T. L., & Bidin, Z. (2020). Sales tax compliance and its determinants in Malaysia. *Advanced International Journal of Banking, Accounting and Finance*, 2, 1-20.
- Slemrod, J. (2018). *Tax compliance and enforcement*. Retrieved from <http://www.nber.org/papers/w24799>
- Suresh, V., & Maity, B. (2016). Goods and Services Tax (GST): A Paradigm Shift in Indian Tax System. *TSM Business Review*, 4(2), 67.
- Taha, R., Ahmad, N., Endut, W. A., & Baatwah, S. R. A. (2020). Tax Reform: Is it welfare-enhancing or welfare-reducing? *International Journal of Business and Society*, 21(3), 1101-1112. <https://doi.org/10.33736/ijbs.3314.2020>
- Watkins, L. (2017). *A Reversal theory examination of running experiences and the experiential advertising of three leading running brands*. Doctoral dissertation, University of East London.
- Wong, C., & Kee, Y. (2018). Good-bye GST, hello SST for Malaysia : In search of efficiency equivalence good-bye GST, Hello SST for Malaysia : In search of efficiency equivalence.
- Xue, R. (2016). Research on taxation simplicity under the concept of tax service. *Advances in Social Science, Education and Humanities Research*, 329(Iccessh), 1766-1770.
- Yong, I. (2018). Tax planning international Malaysia's reintroduction of sales tax and service tax. *Bloomberg Tax*.
- Zain, H. M., & Yusof, N. A. M. (2017). GST and the influencing factors of prices hikes in daily and consumable goods after the implementation of GST. *Journal of Science, Technology and Innovation Policy*, 3(2), 1-10.
- Zainal, F. (2016). *Malaysians a worried lot, says first-of-its-kind national worry index*. *The star*. Retrieved from <https://www.thestar.com.my/news/nation/2019/11/29/study-malaysians-are-a-worried-lot>