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GUIDELINES FOR CREATING INCENTIVES FOR PAYING TAXES VIA ELECTRONIC SYSTEMS FOR ENTREPRENEURS

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Abstract

According to the current situation, the Department of Revenue focuses on enhancing tax compliance through electronic systems, aiming to elevate the department and align with government policies that stimulate small-scale investment and financial measures. This initiative aims to motivate both medium-sized enterprises and SMEs to engage with benefits provided by the government, impacting tax compliance via electronic systems. To bolster the department's effectiveness, efforts include improving service convenience, system development for user-friendliness, and efficiency to simplify transactions. Clear guidance on tax payment processes and benefits fosters positive perceptions and suggestions that can increase motivation for entrepreneurs including 6 approaches, providing discounts or special benefits for those who pay their taxes on time or promotions that increase the business value of entrepreneurs incentivizing timely payments. Adjustments and continuous system upgrades aim to instill confidence and satisfaction among users, emphasizing the significance of lawful tax payments and fostering sustainable compliance practices for the future.

Keywords: Creating Incentives, Payment of Taxes through Electronic Systems, Entrepreneurs

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Introduction

According to the study, creating incentives for paying taxes via electronic systems is significant as taxes are well-understood by both the business sector and the general public. Taxes are essential for the development of the country, benefiting everyone and every business organization. However, managing taxes in a way that is not burdensome while maximizing benefits is challenging. Previously, tax payment processes were complex, but new technologies have made government services more convenient. The Revenue Department is one organization that recognizes the benefits of using technology to enhance its operational systems. This not only facilitates the work of its personnel but also aims to provide greater convenience for the general public and business operators in all sectors. Paying taxes through electronic systems is one of the methods that provides convenience to the business sector. Educating and motivating taxpayers about the importance of complying with tax laws and paying taxes correctly and on time can have a significant impact. In addition, it can positively affect the economy and the government's financial management (The Revenue Department, 2024). Therefore, the development and widespread adoption of incentives for tax payments through electronic systems are crucial. These incentives can help reduce the complexity of the tax payment process and enhance the understanding of the importance of tax payments among business operators. Promoting comprehensive electronic transactions within the business sector is essential to increasing operational efficiency, which is a key factor in leading Thailand towards a fully digital economy.

Issues Influencing the Creation of Incentives for Paying Taxes via Electronic Systems for Entrepreneurs

The study reveals several issues influencing the creation of incentives for paying taxes via electronic systems for entrepreneurs which can be summarized as follows.

The first issue is the problem of communication and public relations. There is a lack of clear communication. The officials provide inconsistent information to entrepreneurs, and not all entrepreneurs can be reached, including those inside and outside the system. Besides accessing the Revenue Department's website, there are no timely notifications via email or SMS to inform about updates for entrepreneurs one of the systems that is interesting and helps reduce the burden of tax remittance is 'Electronic tax invoice delivery system by time stamp' developed by the Revenue Department. and the Electronic Transactions Development Agency (ETDA) by calling the name of this system in the Revenue Department will call it "e-Tax Invoice by TimeStamp" and for ETDA it will be called "e-Tax Invoice by Email". Both names refer to the same system that will help reduce costs and build credibility for Business in which entrepreneurs can prepare and send electronic tax invoices via email with time stamping (e-Timestamping) since opening in 2017 until the present. There are 1,278,098 applications already used by operators (information as of June 12, 2024). This increased number reflects the increased use of the system. Continuously every year Government policy also plays an important role in promoting and publicizing the use of the e-Tax Invoice system, whether it be the 'Easy E-Receipt' project or the policy of double deduction of expenses for companies that invest. in the electronic tax system, which has been very popular in the past (Ambali, 2009).

For the second issue, additional rewards and special privileges, such as discounts or special offers for timely tax payments, are not comprehensive for all business types. Tax measures that offer promotions or special benefits only cover some businesses. For instance, real estate transactions are encouraged by reducing the specific business tax (PhorThor.40) from 3.3% to 1%, highlighting the need for similar benefits in other business sectors (Bornman & Stack, 2015).

The third issue is about service channels for electronic tax payment consisting of 1) technological and system issues. Sometimes, the online tax payment system possibly

encounters technical problems, such as system crashes or instability, preventing users from completing transactions as usual. 2) Regarding the security issues, the online tax payment system must have robust security measures to prevent unauthorized access to personal data. If the system has security vulnerabilities, personal information may be intruded or attacked. 3) Regarding the customer service issue, the users possibly encountering difficulties in contacting service centers or experiencing slow or unclear responses from customer service, leading to inadequate assistance in resolving issues (Muluken, 2020).

The fourth issue is the problem of paying taxes via the electronic system with important components as follows:

1) Confidence in electronic tax payment is crucial for encouraging correct and timely tax compliance. Clear and comprehensive information about the system's security is vital to increase confidence among entrepreneurs. In addition, efficient and prompt services further enhance this confidence (Mas'ud, 2019).

2) The issues about the efficiency of electronic tax payment are 1) Problems of service efficiency related to the service capacity of the e-filing system, especially in terms of data processing efficiency and handling of the rapid increase in users during peak tax filing periods (Awai & Oboh, 2020). 2) Technological issues: The electronic tax system may face challenges in handling high data volumes and complex processing (Okunogbe & Santoro, 2023). 3) Security issues: The emphasis is on the importance of security in using the e-taxation system to prevent threats to personal and financial data (Stafford & Turan, 2011). 4) Usability issues: Complex steps in the e-tax filing system may inconvenience users or cause delays in tax payments (Singh et al., 2019). 5) Data management issues: Problems in managing data within the e-taxation system can lead to errors in tax transactions or payment information (Ernest et al., 2015). 6) The issue of benefits of users in paying taxes electronically is interesting because it has many dimensions that are important to users; 6.1) The performance of services has a potential impact on the taxpayer's compliance with the law after using the e-filing service, which can affect the confidence of the system and the performance of taxpayers (Hung et al., 2006). 6.2) Data accuracy affects taxpayers who are sensitive to the accuracy of information transmitted through e-filing systems, which is an important factor affecting the popularity and effectiveness of the system. (Islam et al., 2012). Therefore, to be prepared as entrepreneurs and to implement electronic tax form systems, it is essential to have knowledge and understanding of the principles and methods of creating electronic data, as well as improving and adapting business services to support electronic tax filing and data submission to the Revenue Department as required by law.

Recommendations

Based on the study of issues affecting the creation of incentives to pay taxes via electronic systems for entrepreneurs, the following recommendations are proposed.

Issues	Recommendations
1) Issues with Rewards	1) Sufficiently rewards should be increased to encourage taxpayers to review and file their taxes in an orderly manner.
2) Issues with Tax Benefits	2) The Revenue Department should improve the tax benefit system to align with current circumstances, maximizing benefits for entrepreneurs.
3) Issues with Service Convenience	3) The online tax platform should be improved to be user-friendly and capable of linking related agencies.

Issues	Recommendations
4) Issues with Entrepreneurs' Confidence in Paying Taxes via Electronic Systems	4) The security of the electronic tax payment system should be enhanced and the Revenue Department should have a support system that can systematically manage risks to reduce potential issues in tax payment.
5) Issues with the Efficiency of Electronic Tax Payments	5) The system should be improved and developed to be more efficient.
6) Issues with Benefits for Users of Electronic Tax Payment Systems	6) The user-friendly and efficient application should be developed to allow users to pay taxes anytime and anywhere.

1) Issues with Rewards: Regarding the recommendation for the issue of insufficient rewards to encourage taxpayers to file their taxes (Rabatinová & Schultzová, 2019), the sufficient rewards can motivate the taxpayers to review and file their taxes systematically. The effective system of rewards and penalties to promote compliance with tax laws, focusing on improving the system's efficiency should be implemented (Rabatinová & Schultzová, 2019).

2) For the issues with tax benefits, the best recommendation is that the Revenue Department should update the tax benefit system to be relevant to the current situation, maximizing benefits for entrepreneurs. This will ensure fair and effective compliance with tax laws in the future (Musaeva et al., 2015).

3) Regarding the convenience of service provision channels, the recommendation is to improve the online tax platform to be user-friendly, develop an easy-to-use application, and link information to key agencies such as the Department of Business Development to enhance the value of the information provided (Mekonnen, 2021).

4) The issues with entrepreneurs' confidence in paying taxes via electronic systems are crucial for reassuring the confidence in the electronic tax payment system. The recommendations are; 1) Enhance security by strengthening electronic tax payment systems to prevent unauthorized access and attacks, 2) Provide clear and understandable information about the electronic tax payment process, including guides and clear communication to increase understanding and trust, 3) Ensure good customer service with a support system to resolve issues and provide guidance promptly and effectively, 4) Build trust through clear policies and legal measures, and establish accepted standards for using electronic tax payment services, 5) Systematically manage risks to reduce the chances of issues arising during tax payments as well as reassuring the confidence among the entrepreneurs, 6) Collaborate strongly between the public and private sectors to develop and improve the system to be modern and high-quality (De Castro et al., 2015).

5) For the efficiency issues in the electronic tax payment system, the recommendations are; 1) Improve and develop the system to be more efficient by reducing processing time and simplifying processes for users, 2) Utilize technology such as cloud computing to enhance efficiency and scalability, 3) Collaborate with private sectors, such as major technology companies, to develop the system and provide consultation for improvements, 4) Enhance the knowledge and training of related personnel to ensure efficient and straightforward operations (Awai & Oboh, 2020).

6) For the issues with benefits for users of electronic tax payment systems, the recommendations are 1) Improve the system's efficiency to ensure fast and smooth tax processing for users, 2) Develop a user-friendly and efficient application allowing users to pay taxes anytime, anywhere, 3) Ensure good customer service with an effective support system to assist and resolve users' issues promptly, 4) Continuously evaluate and improve efficiency and user satisfaction to address and meet user needs (Awasthi et al., 2019)

When entering the digital economy era adjusting business methods by turning to modern tools and helping reduce various burdens in the beginning, you may need to invest in learning how to use the system. Adjusting the internal system to support use including supporting knowledge for personnel but it is considered necessary. Because in the long run it is considered to be an important opportunity connection. That will lead to receiving various benefits related this will give the business an even greater competitive advantage.

Conclusion

The researchers believed that the Revenue Department has emphasized modern tax technology services as a means to motivate entrepreneurs and taxpayers to manage their taxes more easily and conveniently. This approach helps reduce costs and the complexity of document management. With the Revenue Department's policy aiming for targeted tax collection, specific group policies, and services that meet taxpayer needs, this strategy is driven under various approaches. The integration of digital technology aims to modernize the Revenue Department's processes by transitioning to electronic systems. This transition facilitates taxpayers in reducing the steps involved in tax duties or even transforming the entire process to utilize innovation and organizational changes that keep up with the times. This results in more efficient operations for all parties, making it easier for the public and entrepreneurs to conduct tax transactions, benefiting the overall economy of the country and reinforcing the true digital nature of the organization (Wiggins, 2021).

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