



Transfer Pricing and Growth Navigation Sales in a Dynamic Tax Environment in Indonesia

Sri Sundari¹, Amalia Indah Pratama Mallisa², Angela Batara Sapa^{3*},
Syamsuddin⁴

Hasanuddin University, Indonesia

Corresponding Author: Angela Batara Sapa' angelabatarasapa@gmail.com

ARTICLE INFO

Keywords: Transfer Pricing, Sales Growth, Dynamic Tax Environment, Tax Regulation, Tax Compliance

Received : 15, October

Revised : 29, October

Accepted: 24, November

©2024 Sundari, Mallisa, Sapa', Syamsuddin: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study focuses on the relationship between transfer pricing and sales growth in a dynamic tax environment in Indonesia. Transfer pricing is an important issue for multinational companies in determining transaction prices between affiliated companies in various countries, including Indonesia, which has complex tax regulations. Transfer pricing practices are often used to optimize a company's tax burden by taking advantage of differences in tax rates between countries. However, the implementation of this strategy is not free from strict supervision by the Indonesian tax authorities, who continue to update policies and regulations to prevent tax avoidance. Along with the growth of the company's economy and sales, the challenges in navigating transfer pricing are increasing. Companies are faced with the need to maintain compliance with tax regulations while still focusing on sustainable sales growth. The dynamic tax environment in Indonesia requires companies to continue to adapt to changes in policies, which can affect their transfer pricing structure. Therefore, understanding the impact of ever-changing tax policies on transfer pricing strategies is an important key for companies that want to grow sustainably and avoid the risk of tax disputes with the authorities.

INTRODUCTION

In the era of increasingly rapid globalization, the dynamics of the economy and business in Indonesia face complex challenges, especially related to tax regulations and transfer pricing strategies. Transfer pricing is the practice of setting prices for transactions between affiliated companies operating in various countries (Sitanggang & Firmansyah, 2022). This issue is very important for multinational companies that seek to optimize their tax burden by transferring profits between affiliates located in countries with lower tax rates. In this context, the tax policies implemented by the Indonesian government can influence companies' decisions in planning their transfer pricing strategies which have an impact on sales growth (Riphath, 2022).

Tax regulations in Indonesia continue to develop, accompanied by government efforts to improve tax compliance among companies. One of the steps taken is the implementation of stricter regulations related to transfer pricing, aimed at preventing tax avoidance that is detrimental to state revenues (Rachmat et al., 2023). In this condition, companies are required to navigate the complexity of existing regulations in order to remain competitive in the market without violating applicable tax provisions. A deep understanding of tax regulations and transfer pricing strategies is very crucial for companies operating in Indonesia. In addition, the rapid development of e-commerce also presents its own challenges for companies in formulating transfer pricing strategies and sales growth (Riphath, 2022). With the large number of online transactions, tax regulations related to e-commerce have changed to accommodate this development. Companies need to adapt more innovative strategies in order to continue to grow and meet their tax obligations (Riphath, 2021). Companies that utilize digital marketing services and information technology in their marketing activities will have a significant competitive advantage, especially in attracting customers and increasing revenue.

On the other hand, micro, small, and medium enterprises (MSMEs) in Indonesia are also affected by changing tax policies and increasing competition in the digital era. MSMEs often face challenges in implementing appropriate transfer pricing strategies due to limited resources and knowledge of tax regulations (Pramelia & Erawati, 2022). Therefore, MSMEs need to improve digital literacy and understand how effective marketing strategies can support sales growth and tax compliance (Oufa, 2024). These efforts not only help MSMEs adapt to changes that occur but also contribute to overall economic growth. Amid rapid changes in the business world, it is also important for companies to remain vigilant and proactive in responding to changes in tax policies and market dynamics. By understanding the relationship between transfer pricing and sales growth in the context of dynamic taxation, companies can develop better strategies to face existing challenges. This will also contribute to the government's efforts to increase tax revenues and create a fairer and more transparent business environment (Mas Diyasa et al., 2022).

Overall, this study aims to explain how companies can navigate transfer pricing and increase sales growth in a dynamic tax environment in Indonesia. With a focus on the ever-evolving tax regulations and their impact on business

strategy, this study is expected to provide insights for companies in formulating effective transfer pricing policies. This study will also examine the impact of e-commerce and digital marketing on the company's ability to achieve sales and tax compliance goals, so that the company can grow sustainably.

LITERATURE REVIEW

Transfer Pricing

Transfer pricing has two interpretations, namely neutral and pejorative. The neutral interpretation assesses transfer pricing as purely a business scheme without reducing tax costs to maximize corporate profits efficiently. Meanwhile, the pejorative interpretation considers transfer pricing as the transfer of taxable income to other countries to reduce total tax costs (Agata et al., 2021).

Talking about transfer pricing, it is not far related to the problem that the number of entities is more than one, because if the condition consists of only one entity, then transfer pricing cannot be implemented. This is because transfer pricing implies that a group of companies where one entity is established in Indonesia and the other entity is established abroad (Tampubolon & Farizi, 2018). Transfer pricing is a pricing practice carried out by one entity to another entity operating in a group (Petruzziet al., 2021). The methods used by taxpayers in conducting transfer pricing practices vary, such as arranging sales, charging the cost of goods, charging general office costs to charging capital interest costs (Septarini, 2012). Multinational companies whose business activities are in various countries, often optimize their profits by maximizing their income in countries with low tax rates and minimizing their income in countries with high tax rates (Sujannah, 2021).

Sales Growth

Sales growth refers to an increase or decrease in the number of products or services sold by a company or business over a period of time. Sales growth is an important indicator in measuring business performance and is one of the main objectives of the company. Positive sales growth indicates that the business is growing, while negative sales growth indicates that the business is losing money. Generally, companies use sales growth as an indicator of employee performance in supporting the company to calculate business expansion and preparation schemes.

According to Cashmere (2018: 107) sales growth is a change in sales every period in a company. According to (Estevania & Wi, 2022) sales growth is an activity that has an important role to enable issuers to predict the amount of profit received at the level of progress.

Dynamic Tax Environment

Taxation is one of the unavoidable public policy tools to regulate and maintain the country's economic stability. While taxes are often viewed as a burden by some, efficient and fair tax collection can create a strong foundation for long-term economic growth and stability. This opinion piece examines the

importance of taxes in maintaining economic stability, examining their impact on economic growth, wealth redistribution, and social empowerment.

In the era of globalization and technological development, international aspects of taxation must also be considered. Cooperation between countries should be enhanced to combat cross-border tax avoidance and the global tax gap. Strong international agreements and tax cooperation mechanisms can help ensure fair participation of all economic actors based on their location and activities. In short, taxes are an important pillar of economic stability.

METHODOLOGY

This research method uses a comprehensive literature study approach to explain and analyze the relationship between transfer pricing and sales growth in a dynamic tax environment in Indonesia. In this study, data and information were obtained from various relevant literature sources, including books, journals, articles, and tax policy documents that describe the theory, practice, and current issues related to transfer pricing and taxation in Indonesia.

The data collection process begins with the identification and selection of library sources that have high credibility and relevance. These sources are selected based on criteria such as timeliness, author authority, and suitability to the topic being studied. Through qualitative analysis, the information collected is analyzed to identify patterns, themes, and relationships that exist between tax policies, transfer pricing strategies, and their impact on the sales growth of companies in Indonesia.

This literature review also includes an analysis of the development of tax regulations related to transfer pricing and how companies must adapt their practices to remain compliant with applicable regulations. By utilizing existing theories and conceptual frameworks, this study seeks to provide in-depth insights into how companies can navigate the challenges faced in the ever-changing tax environment. Furthermore, this literature review also explains the impact of e-commerce and digital marketing developments on the transfer pricing strategies implemented by companies.

RESEARCH RESULT

In the era of globalization, transfer pricing has become an important topic in the world of business and taxation. In Indonesia, multinational companies with affiliates in various countries often use transfer pricing practices to manage their tax obligations. This practice refers to the pricing of transactions between interconnected companies. The pricing arrangement must consider various factors, including costs, markets, and applicable tax regulations. In the Indonesian context, frequently changing tax regulations add to the complexity of transfer pricing practices. Therefore, it is important for companies to have a deep understanding of existing tax regulations in order to navigate transfer pricing effectively and support their sales growth (Riphat, 2021).

The impact of a dynamic tax environment on transfer pricing is significant. In recent years, the Indonesian government has implemented various new policies to tighten supervision of transfer pricing practices. This

policy is implemented to prevent tax avoidance that can harm state revenues. These strict regulations require companies to prepare more detailed and accurate transfer pricing documents. This requires companies to make adjustments to their business strategies. Otherwise, they risk facing sanctions from the tax authorities. These stricter regulations, although they can increase administrative burdens, can also encourage companies to be more transparent and accountable in their operations, which in turn can improve the company's reputation in the eyes of consumers (Rachmat et al., 2023). The growth of company sales in Indonesia is also inseparable from the impact of tax policies. Policies that encourage tax compliance can create a more stable and predictable business climate, which will attract more investment. On the other hand, uncertainty related to tax regulations can raise concerns among investors and companies. Therefore, companies that are able to adjust their transfer pricing strategies well will have a greater competitive advantage. For example, by taking advantage of Indonesia's low production costs and taking advantage of competitive tax rates, companies can increase their profit margins while maintaining positive sales growth (Riphath, 2022).

In today's digital era, the development of e-commerce provides new challenges and opportunities for companies in implementing transfer pricing strategies. E-commerce allows companies to reach a wider consumer base and increase their sales volume (Haeruddin et al., 2023). However, with the growth of e-commerce also comes the need to comply with increasingly complex tax regulations. Companies must be able to adjust their transfer pricing practices to reflect the true market value of e-commerce transactions. In addition, tax regulations related to e-commerce in Indonesia continue to evolve, and companies need to stay up-to-date with these changes so as not to violate applicable provisions (Riphath, 2021). One aspect that is often overlooked in discussions about transfer pricing is its impact on micro, small, and medium enterprises (MSMEs). Many MSMEs in Indonesia do not fully understand the complexity of transfer pricing and tax regulations. This lack of understanding can cause them to have difficulty in meeting their tax obligations. On the other hand, MSMEs that are able to utilize digital technology and understand tax regulations can increase their competitiveness. Digital literacy is key for MSMEs to access wider markets and utilize e-commerce channels (Mas Diyasa et al., 2022). Therefore, it is important to provide education and training to MSMEs so that they can better navigate the world of taxation and transfer pricing.

DISCUSSION

Established companies must consider the social impact of their transfer pricing strategy. In an effort to minimize taxes, some companies may fall into unethical practices, such as aggressive tax avoidance. This can create reputational issues and negatively impact the company's relationship with the community and consumers. The public is increasingly aware of social and ethical issues, so companies that are considered irresponsible can lose consumer trust. Therefore, companies must strive to find a balance between tax compliance and their social responsibility, so that they focus not only on short-term profitability but also on long-term sustainability (Soetrisno et al., 2024).

Digital marketing also plays an important role in sales growth and transfer pricing management. With the increasing use of the internet and social media, companies can use digital platforms to reach a wider audience (Indrapura & Fadli, 2023). An effective digital marketing strategy can help companies increase sales, but it also requires a good understanding of how transfer pricing applies in the context of e-commerce. Therefore, companies need to integrate their marketing and tax strategies to ensure that they can take advantage of existing opportunities while remaining compliant with applicable regulations (Oufa, 2024).

In the context of education and training, increasing literacy on transfer pricing and tax regulations is essential for all business actors. Universities and other educational institutions need to include this topic in their curriculum to prepare the next generation to face the challenges and opportunities that exist. Training for companies is also needed so that they can understand the implications of the new tax regulations and develop appropriate transfer pricing practices. In this way, it is hoped that a better understanding of transfer pricing can create a stronger tax compliance culture in Indonesia (Sampe et al., 2023). Therefore, navigating transfer pricing and growing sales in a dynamic tax environment in Indonesia is a complex challenge but can be overcome with the right approach. Companies need to understand the applicable tax regulations and adjust their business strategies to stay competitive. On the other hand, the development of digital and e-commerce provides significant opportunities for companies to increase sales, but also demands a better understanding of taxation. By providing the right education, both for large companies and MSMEs, it is hoped that a healthier, more transparent, and more sustainable business environment can be created in Indonesia. Thus, collaboration between the public and private sectors, as well as good education, will be key to achieving this goal.

In continuing the discussion on transfer pricing navigation and sales growth in a dynamic tax environment in Indonesia, it is important to pay attention to the various dimensions that influence the interaction between companies and tax regulations. Effective transfer pricing not only serves as a tool to minimize tax liabilities, but also as a strategy that supports managerial decisions in resource allocation. For example, companies that make large investments in technology and innovation must consider how their transfer pricing structure can affect these investment decisions. A good understanding of tax regulations can help companies plan their expenses and ensure that they can take advantage of available tax incentives (Soetrisno et al., 2024). In addition, the ever-changing market dynamics require companies to always be adaptive in their strategies. One of the biggest challenges in transfer pricing practices is determining the right price for products or services transferred between affiliates. This pricing must not only reflect market value, but must also consider the costs incurred by each entity in the supply chain. In this context, companies must conduct a comprehensive market analysis to ensure that the prices set are in accordance with prevailing market prices. Through this

approach, companies will not only meet regulatory requirements but will also strengthen their position in the market (Rachmat et al., 2023).

When discussing the impact of transfer pricing on sales growth, we cannot ignore external factors that can affect business strategies. Government economic policies, changes in the global economy, and currency exchange rate fluctuations are some examples of external variables that can have a significant impact on transfer pricing practices. Companies must be able to analyze the impact of these changes on the selling price of their products and make necessary adjustments. In addition, companies must also pay attention to technological developments that can affect the way they operate and interact with consumers. For example, with the increasing use of digital platforms, companies can use data analysis to understand consumer behavior and adjust their marketing strategies to be more effective (Riphath, 2022).

From a policy perspective, the Indonesian government has attempted to improve transparency and accountability in transfer pricing practices (Romadhon, 2020). This policy aims to reduce the potential for tax avoidance that can harm state revenues. However, in its implementation, there are still challenges that must be faced, such as a lack of understanding among companies regarding applicable regulations and a lack of resources to prepare the necessary transfer pricing documentation. Therefore, it is important for the government to provide support and guidance to companies, especially MSMEs, so that they can comply with regulations without feeling burdened (Mas Diyasa et al., 2022). In this way, it is hoped that a healthier and more sustainable business environment can be created. Meanwhile, transfer pricing practices also have significant social implications. In some cases, companies can get caught up in aggressive tax avoidance practices, which can cause dissatisfaction among the public. When companies appear not to pay the taxes they should, this can trigger negative reactions from the public and reduce consumer confidence. To address this issue, companies must commit to implementing ethical and transparent business practices. By increasing corporate social responsibility, they can not only improve their image in the eyes of the public but also contribute to more sustainable economic development (Oufa, 2024).

The impact of digitalization on transfer pricing and sales growth cannot be ignored. Digital transformation has changed the way companies operate and interact with customers. In the context of transfer pricing, companies that invest in information technology can more easily manage and report transactions between their affiliates. In addition, companies can leverage big data and analytics to optimize their transfer pricing strategies and improve operational efficiency. By using digital technology, companies can identify market trends more quickly and respond to consumer needs more effectively. This can help them increase sales while complying with existing tax regulations (Siwiyanti et al., 2024). On the other hand, the challenges faced by MSMEs in implementing transfer pricing practices and complying with tax regulations are also a major concern. Many MSMEs do not have sufficient resources or knowledge to understand the complexities of transfer pricing and its implications for their tax obligations. In many cases, these limitations can result in errors in tax reporting

that can potentially result in sanctions from the tax authorities. Therefore, it is important for the government and related institutions to provide support in the form of training and guidance to MSMEs. Through proper education, it is hoped that MSMEs can improve their tax and transfer pricing literacy, so that they can contribute to greater economic growth (Sampe et al., 2023).

Transfer pricing strategy is very important to know to consider the performance measurement aspect. Companies need to set clear performance indicators to evaluate the effectiveness of their transfer pricing practices. By having a good measurement system, companies can easily identify areas that need improvement and adjust their strategies as needed. In addition, companies must also pay attention that performance measurement does not only cover financial aspects, but also the social and environmental impacts of their business practices. With a holistic approach, companies can improve overall performance and create value for all stakeholders (Press, 2022). When companies operate in a global market, transfer pricing challenges are increasingly complex. They must consider tax regulations in various countries as well as differences in tax rates and tax policies. In facing these challenges, companies need to develop consistent transfer pricing policies across their entities. This is important to ensure that all affiliates of the company apply the same principles in setting prices for transactions between them. With consistency in transfer pricing policies, companies can minimize the risk of disputes with tax authorities in various countries and increase operational efficiency (Rachmat et al., 2023).

Education and training on transfer pricing are not only important for companies, but also for policy makers and regulators (Nadhifah & Arif, 2020). Policy makers need to understand best practices in transfer pricing in order to formulate regulations that support a healthy business environment. By understanding the challenges faced by companies, the government can develop fairer and more sustainable tax policies. On the other hand, regulators need to have sufficient knowledge to oversee transfer pricing practices and ensure that companies comply with existing regulations. Through collaboration between the government, regulators, and the business world, it is hoped that an ecosystem can be created that is conducive to economic growth and tax compliance (Soetrisno et al., 2024).

Implications of transfer pricing on sales growth, it is important to consider the role of innovation in business strategy (Kumar et al., 2021). Companies that are able to innovate in their products and services tend to have a greater competitive advantage. In the context of transfer pricing, innovation can be a key factor in determining the selling price of a product. Companies that have unique technology or products can set higher prices, which can contribute to increased revenue. In addition, innovation can also help companies adapt to regulatory and market changes, so that they can remain competitive in a dynamic environment (Riphath, 2021). Active involvement in the community can also provide benefits to companies in transfer pricing practices and sales growth. Companies that contribute to social and economic development in the communities in which they operate tend to have a better

image in the eyes of the public (Nopriyanto, 2024). In an era where consumers are increasingly concerned about corporate social responsibility, having a good reputation can contribute to increased sales. Thus, companies need to integrate social responsibility practices into their business strategies, including in transfer pricing practices (Oufa, 2024).

Ultimately, success in navigating transfer pricing and growing sales in Indonesia depends on a company's ability to adapt to changes in the market and regulations. Companies that are proactive in understanding and adapting their transfer pricing practices to the dynamic tax environment will have a better chance of growing and competing in an increasingly complex market. On the other hand, support from the government, educational institutions, and the community is essential to creating an ecosystem that supports innovation and growth. Thus, collaboration between various stakeholders will be key in facing challenges and seizing opportunities in the current era of globalization and digitalization (Mas Diyasa et al., 2022).

Overall, the discussion on navigating transfer pricing and sales growth in the dynamic tax environment in Indonesia shows that there are many factors that influence each other in this context. From understanding tax regulations to the social and environmental impacts of business practices, companies need to consider various aspects in order to succeed in their transfer pricing strategies. In facing the existing challenges, companies must strive to remain flexible and innovative, as well as maintain good relationships with their stakeholders. In this way, it is hoped that companies can increase their sales growth while contributing to sustainable economic development in Indonesia. In the future, it is hoped that discussions on transfer pricing and sales growth will continue and involve various perspectives, so that they can produce better solutions for all parties involved.

CONCLUSION AND RECOMMENDATION

Based on the discussion above, it can be concluded that transfer pricing navigation and sales growth in a dynamic tax environment in Indonesia are two interrelated aspects that have a significant impact on company performance. First, the importance of a deep understanding of tax regulations and transfer pricing practices becomes clear. Companies that are able to navigate the complexity of these regulations can not only comply with existing provisions but also take advantage of existing opportunities to optimize their tax obligations. Second, the ever-changing market dynamics are a challenge that companies must face in determining an effective transfer pricing strategy. Price fluctuations, changes in consumer demand, and uncertain economic conditions can affect the pricing decisions set by the company. Therefore, companies need to adapt quickly to these changes in order to remain competitive. The ability to analyze and understand market trends is key to formulating the right transfer pricing policy and can increase product competitiveness.

The involvement of technology in transfer pricing practices is increasingly becoming a determining factor. Companies that adopt advanced technology in data and information management can improve operational efficiency and

accuracy in pricing. Digitalization provides opportunities for companies to conduct deeper analysis of the market and consumer behavior. By utilizing data analysis tools, companies can adjust their marketing and pricing strategies to increase sales and comply with tax regulations effectively. The aspect of collaboration with suppliers and business partners also cannot be ignored. Building mutually beneficial relationships with suppliers can provide a competitive advantage for companies. Through good cooperation, companies can reduce costs and improve product quality. This good relationship can also support fair and transparent transfer pricing practices. When all parties in the supply chain are committed to ethical business practices, this will have a positive impact on the company's image and its sales growth potential.

On the other hand, corporate social responsibility should be an integral part of business strategy. Companies that pay attention to social and environmental aspects in their transfer pricing practices can not only improve their reputation in the eyes of the public but also create consumer loyalty. In a world where consumers are increasingly aware of social issues, having a positive image can be a significant competitive advantage. Companies must commit to contributing to the welfare of the community and the environment around them in order to achieve long-term benefits. The influence of government policies on transfer pricing practices is also an important factor. Clear and supportive regulations will create a better business climate and encourage higher tax compliance. The government needs to provide education and training to help companies, especially MSMEs, understand complex tax regulations. This support will enable companies to comply with their tax obligations without feeling burdened, thus creating a fairer environment for all business actors.

Sustainability in business practices must also be considered. Companies that are committed to sustainable practices not only serve to fulfill their social responsibilities, but can also attract investors and consumers who care about environmental issues. Integrating sustainability principles into a transfer pricing strategy can be a strong differentiation in facing market competition. With this approach, companies can not only increase sales but also contribute to environmental sustainability. The importance of innovation in products and services cannot be underestimated. Companies that successfully innovate will be able to set more competitive prices and attract consumer interest. In the context of transfer pricing, innovation must be accompanied by in-depth market analysis to ensure that the prices set remain in line with the value provided to consumers. Therefore, companies need to encourage a culture of innovation within the organization to support sustainable sales growth.

Success in navigating transfer pricing and sales growth in Indonesia is highly dependent on cooperation between various stakeholders. Collaboration between the government, society, and business will create a conducive environment for good and sustainable business practices. By building a solid network between all parties, companies can more easily face existing challenges and seize opportunities for growth. Overall, proper navigation in transfer pricing is not only about tax compliance, but also a strategic step to achieve long-term success in an increasingly competitive market.

ADVANCED RESEARCH

This study has several limitations that can be the basis for further research. One limitation is the approach used in this study, which focuses more on literature studies and theoretical analysis. Therefore, further research could adopt an empirical approach by involving field data from companies in Indonesia to understand the real practice of transfer pricing in the context of a dynamic tax environment. In addition, this study does not deeply discuss the specific impact of digitalization on transfer pricing strategies for small and medium-sized enterprises (MSMEs). Future research can further explore how MSMEs can adapt to effective transfer pricing strategies through increased digital literacy and policy support. Research could also explore the effect of tax policy variations across regions in Indonesia on transfer pricing practices and sales growth in the e-commerce sector.

ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to colleagues and friends who have provided valuable input in the preparation of this paper. The support and suggestions provided were very helpful in improving the quality of this research. The authors are also grateful to the author's institution for providing the necessary facilities and resources during the research process.

Special appreciation also goes to those who have provided financial assistance to support this research. This assistance is very meaningful in completing various stages of the research more optimally. The authors hope that the results of this research can make a positive contribution to the development of science and business practices in Indonesia.

REFERENCES

- Haeruddin, N., Wahida, A., & Maming, R. (2023). The Role of Social Media and E-Commerce for MSMEs in Increasing Sales Volume. *Jesya (Journal of Economics and Sharia Economics)*, 6(1), 625-637.
- Indrapura, PFS, & Fadli, UMD (2023). Analysis of digital marketing strategies at Cipta Grafika company. *Jurnal Economina*, 2(8), 1970-1978.
- Kumar, S., Pandey, N., Lim, W.M., Chatterjee, A.N., & Pandey, N. (2021). What do we know about transfer pricing? Insights from bibliometric analysis. *Journal of Business Research*, 134, 275-287.
- Mas Diyasa, IGS, Yulistiani, R., & Sihananto, AN (2022). Digital Literacy of Shopify-Based MSMEs.
- Nadhifah, M., & Arif, A. (2020). Transfer pricing, thin capitalization, financial distress, earning management, and capital intensity on tax avoidance moderated by sales growth. *Trisakti Journal of Accounting Masters*, 7(2), 145-170.

- Nopriyanto, A. (2024). Analysis of the Influence of Corporate Social Responsibility (CSR) on Company Value. *Commitment: Scientific Journal of Management*, 5(2), 1-12.
- Oufa, N. (2024). The Influence of Digital Marketing Services on the Income of Micro, Small and Medium Enterprises (MSMEs) in Halal Tourism in Banda Aceh City (Doctoral dissertation, Faculty of Islamic Economics and Business).
- Pramelia, N., & Erawati, T. (2022). E-commerce, innovation, pricing, and MSME income during the Covid-19 pandemic. *Reslaj: Religion Education Social Laa Roiba Journal*, 4(6), 1429-1444.
- Press, UGM (2022). Cases of Indonesian Company Management Series 5. UGM PRESS. Entrepreneurship Development.
- Riphat, IS (2021). E-Commerce Tax: A Tax Regulation for Business Actors. Elex Media Komputindo.
- Riphat, IS (2022). E-Commerce Tax: An Initial Understanding. PT Elex Media Komputindo.
- Riphat, IS (2022). E-Commerce Tax: Challenges and Efforts in E-Commerce Tax. PT Elex Media Komputindo.
- Romadhon, F. (2020). Transparency of Tax Avoidance Disclosure Based on Stakeholder Theory Perspective. *Journal of Economics and Business. Entrepreneurship Theoretical Approach*.
- Sitanggang, R., & Firmansyah, A. (2021). Transactions with related parties and transfer pricing practices in Indonesia. *Journal of Taxation and State Finance (PKN)*, 2(2), 34-52.
- Soetrisno, BAJ, Gunawan, KE, Subijanto, TME, Oktavia, S., Widagda, TAK, Estevania, TA, & Irawan, AV (2024). Changing with Digital Accounting. SIEGA Publisher. International Marketing. Tohar Media.