

## ABSTRAK

### **PENGARUH PERSEPSI PENERIMAAN TEKNOLOGI INFORMASI BERBASIS TAM, PERSEPSI KEPERCAYAAN, DAN PERSEPSI TEKANAN SOSIAL TERHADAP PERSEPSI KINERJA PEGAWAI PAJAK Studi Kasus di Kantor Pelayanan Pajak (KPP) Pratama Purworejo**

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi penerimaan teknologi informasi berbasis TAM, persepsi kepercayaan, dan persepsi tekanan sosial terhadap persepsi kinerja pegawai pajak

Jenis penelitian ini adalah studi kasus. Teknik pengambilan sampel yang digunakan adalah sampel jenuh. Pada penelitian ini analisis data yang digunakan untuk mengkaji pengaruh antar variabel adalah analisis regresi linier berganda yang mencakup uji  $R^2$ , uji F dan uji T.

Hasil penelitian ini menunjukkan bahwa tidak terdapat pengaruh persepsi penerimaan teknologi informasi berbasis TAM terhadap persepsi kinerja pegawai pajak, tidak terdapat pengaruh persepsi kepercayaan terhadap persepsi kinerja pegawai pajak, dan terdapat pengaruh antara persepsi tekanan sosial terhadap persepsi kinerja pegawai pajak di Kantor Pelayanan Pajak (KPP) Pratama Purworejo.

Kata Kunci : Persepsi, Penerimaan TI, Kepercayaan, Tekanan Sosial, Kinerja Pegawai Pajak.

**ABSTRACT**

**THE IMPACT OF THE ACCEPTANCE OF TAM-BASED  
INFORMATION TECHNOLOGY PERCEPTION, TRUST PERCEPTION,  
AND SOCIAL PRESSURE PERCEPTION ON TAX EMPLOYEES'  
PERFORMANCE PERCEPTION  
A Case Study in Kantor Pelayanan Pajak Pratama Purworejo**

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This study aimed to discover the impact of the acceptance of TAM-based information technology perception, trust perception, and social pressure perception on Tax employees' performance perception.

The type of this study was a case study. The sampling technique used was a saturated sampling. In this study, the data analysis used to examine the impact between variables was multiple linear regression analysis which includes  $R^2$  test, F test and T test.

The result of this study showed that there was no impact of the acceptance of TAM-based information technology perception on Tax employees' performance perception, there was no impact of trust perception on Tax employees' performance perception, and there was impact of social pressure perception on Tax employees' performance perception in Kantor Pelayanan Pajak Pratama Purworejo.

Keywords: Perception, IT Acceptance, Trust, Social Pressure, Tax Employees' Performance.