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## Assessment of Enterprises Satisfaction on E-Tax Payment Services in Thai Nguyen Province, Vietnam

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### **Abstract:**

*Through a survey of 210 businesses in Thai Nguyen province, research on assessing the satisfaction of businesses with electronic tax payment services at the Tax Department of Thai Nguyen province. Research results show that there are 6 factors that affect business satisfaction including: efficiency, usability, responsiveness, data safety, ease of use and system availability. In which, the usability factor has the most influence and the system availability factor has the lowest impact on the satisfaction of enterprises.*

**Keywords:** *Electronic tax payment, business satisfaction, Thai Nguyen*

### **1. An Overview of Electronic Tax Payment in Vietnam**

Electronic tax payment is one of the online public services, part of the administrative reform and modernization program of the tax industry. Accordingly, businesses that have already submitted tax returns online, only need to register through the portal of the General Department of Taxation and 1 registration form sent to commercial banks can switch to electronic tax payment.

In implementing the Government's Resolution No. 36a / NQ-CP dated October 14, 2015 on e-Government, the taxation sector has implemented many administrative reform measures, creating favorable conditions for taxpayers. Accordingly, since November 2016, the tax industry has piloted the implementation of value-added tax and electronic personal income tax for individuals leasing property in Hanoi and Ho Chi Minh City. After that, the Ministry of Finance issued Decision 2715 / QD-TCT dated December 29, 2017 on the implementation of electronic tax payment nationwide. The advantage of the electronic tax payment service is that through the web portal of the tax authority, businesses can make paper and pay money to the budget 24 / 24h and 7/7 days a week, anywhere there is a network. That means businesses no longer have to depend on the working hours of the transaction counters at the treasury and banks. The bank will send the transaction confirmation right after sending the electronic tax return online. In particular, the online filing of tax declaration and payment documents is very safe, highly confidential because it is encrypted to keep the information of the enterprise, as well as the digital signature of the representative of the unit.

This service also helps tax authorities to quickly update information on electronic tax payment, diversify tax collection channels. For banks, printing costs will also save, somewhat less confusion compared to entering data manually and scoring enterprises' capabilities to come up with the best business strategies.

It can be said that the development of the electronic tax payment service system has met the requirements of the Government's Resolution No. 19 on continuing to perform the main tasks and solutions to improve the business environment and improve the national competitiveness; meeting the increasing demands of people and society for online public services. In addition, the addition of new services also creates favorable conditions for taxpayers to respond to information disclosure and transparency. The development of an electronic tax service system not only better supports the tax declaration, payment and refunds of enterprises, but also helps businesses better manage their internal governance, in line with the development of technology and social networks. Not only that, the electronic tax service system also meets the requirements of online interdisciplinary public services such as registration fees for real estate, cars, motorcycles ...

Electronic tax payment brings many benefits for businesses. However, some businesses still encounter problems when performing these electronic transactions. That leads to enterprises feeling not really satisfied with the quality of electronic tax payment services. Identifying the problems that businesses often encounter to promptly handle will help businesses do the job more easily.

### **2. Studies on Electronic Tax Payment Service Quality and Enterprise Satisfaction**

There are many different opinions on customer satisfaction about service quality. Customer satisfaction is their response to the perceived difference between experience and expectations (Parasuraman et al., 1988; Spreng et al., 1996). Parasuraman et al (2005) measuring online service quality satisfaction developed the ES-QUAL model with 7 dimensions: (1) Efficiency, (2) Response, (3) Availability of system, (4) Security, (5) Feedback, (6) Compensation, (7) Contact.

Connolly's (2007) research on web service quality satisfaction of Irish Tax Department confirms seven elements of the E-S-QUAL model. Research by Abichandani & Horan (2006) on people's satisfaction in using e-government services in the US has identified five factors: (1) Usefulness, (2) Reliability, (3) Efficiency, (4) Options, (5) Flexibility. The model for measuring citizen satisfaction index in dealing with e-government (ACSI) in the US shows 04 components: (1) Processes, procedures, (2) Information provided, (3) Customer service and (4) Usefulness of the website.

According to Philip Kotler (1991), customer satisfaction (Customer satisfaction) is the degree of a person's emotional state derived from comparing the results obtained from the consumption of products / services with their own expectations. Meanwhile, according to the theory of service quality satisfaction of Parasuraman et al. (1985), quality satisfaction is measured by the difference between expected quality and perceived quality.

In Vietnam, according to research by Do Phu Tran Tinh and Nguyen Thanh Tam (2018) on 'Factors affecting enterprise satisfaction with electronic tax payment services in Vinh Long province', there are 6 factors.: About efficiency, usability, trust, responsiveness; safety and security; The availability of the system affects enterprise satisfaction.

### 3. Building a Model

Based on the model and scale of Parasuraman (1988), Cronin and Taylor (1992) and factors affecting the satisfaction of electronic tax payers in the study by Do Phu Tran Tinh and Nguyen Thanh Tam (2018), the authors built a research model with 6 factors affecting the satisfaction of enterprises about electronic tax payment services, including: efficiency (HQ), utility (TI), ease of use (SD), Data Security (ATDL), Reliability (TC), System Readiness (SS).

The research theories are as follows:

- H1: Efficiency has a positive impact on business satisfaction
- H2: Usability has a positive impact on business satisfaction
- H3: Ease of use has a positive impact on enterprise satisfaction
- H4: Data security has a positive impact on enterprise satisfaction
- H5: Trust has a positive impact on business satisfaction
- H6: The readiness of the system has a positive impact on enterprise satisfaction

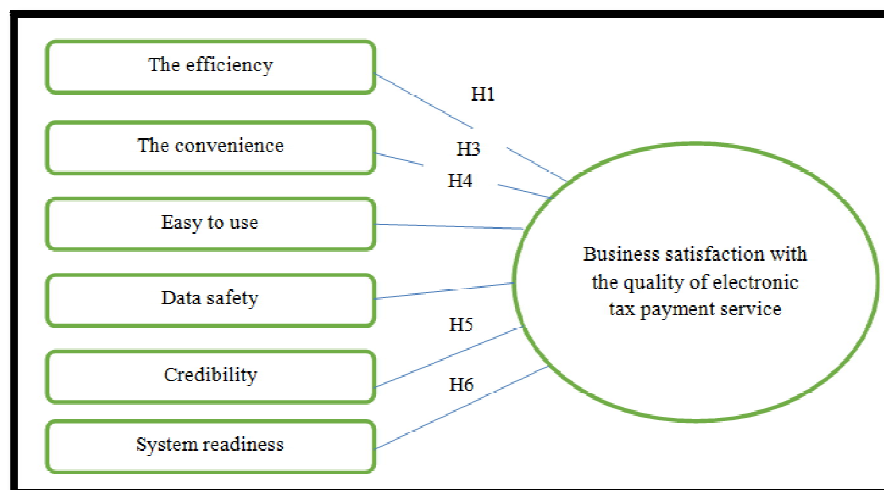


Figure 1: Research Model

## 4. Research Results and Discussions

### 4.1. Descriptive Data Statistics

The authors conducted a survey of enterprises in Thai Nguyen province. The study selected 3 major locations of Thai Nguyen province with many operating enterprises, including: Thai Nguyen City, Song Cong and Pho Yen town. In each location, the authors surveyed 70 enterprises. The total number of selected samples is 210 enterprises.

### 4.2. Regression Model

The regression model of factors affecting the satisfaction of users of accounting software takes the form:

$$SHL = \beta_0 + \beta_1.HQ + \beta_2.TI + \beta_3.SD + \beta_4.ATDL + \beta_5.TC + \beta_6.SS$$

Pearson correlation matrix showed that the significance of the coefficients are very small (<0.05) are statistically significant and eligible to be included in regression analysis.

The analysis results, the variance of Anova showed that the statistical value  $F = 59,481$  with  $\text{sig} = 0.000$  value proves that the regression model is suitable for the data set. Durbin Watson coefficient is  $2.037 < 3$  shows there is no correlation between the variables in the model.

The VIF coefficient of the variables  $< 10$  indicates that the multicollinearity phenomenon does not occur. The adjusted coefficient  $R^2$  is 0.596, showing that 59.60% of the variation of the dependent variable is explained by the independent variables, the remaining 40.40% of enterprise satisfaction comes from other factors. The model results are as follows:

$$HL = 0.842 + 0.192 * TI + 0.174 * HQ + 0.162 * TC + 0.162 * ATDL + 0.157 * SD + 0.148 * SS$$

The results of the regression analysis show that the variables in the enterprise satisfaction scale with the coefficient  $\beta$  are all positive, so all the service quality factors in the regression model positively affect the satisfaction of the enterprises. DN. Thus, hypotheses H1, H2, H3, H4, H5, H6 in the research model are accepted.

Models	Regression Coefficient (B)	Beta Coefficient	P value Sig.	Multi-collinear Statistics	
	Beta			Tolerance	VIP Coefficient
Constant	0,842	0,174		0,000	
TI	0,192	0,061	0,167	0,003	0,753
HQ	0,174	0,058	0,242	0,000	0,863
TC	0,162	0,041	0,213	0,000	0,953
ATDL	0,162	0,031	0,163	0,002	0,643
SD	0,157	0,020	0,349	0,000	0,864
SS	0,148	0,021	0,515	0,000	0,753
Corrected R2: 0.596					
F-statistics (Anova): 59,481					
Significance level: 0,000					
Durbin - Watson: 2,037					

Table 1: Results of Recovery Rules  
Source: Processing Survey Data

#### 4.3. Discuss Research Results

When regression analysis and model suitability test shows, the factors in the model all have positive impacts. The test results of the factors are clear and have statistical significance. It can be concluded, when increasing the value of any of the above 6 ingredients increases the satisfaction level of businesses. This is consistent with the research hypothesis and helps to answer the question: The impact level of each factor on the satisfaction of enterprises on the quality of electronic tax payment services in Thai Nguyen province.

From the research results, the Tax Department of Thai Nguyen province should pay attention to the utility of services brought to businesses as the top factor; efficiency is also important; followed by the reliability and data security of the service; The ease of use and availability of the system also need extra attention to improve the satisfaction of businesses when using electronic tax payment services at the Tax Department of Thai Nguyen province.

Convenience is the factor that businesses are most satisfied with electronic tax payment services. This is completely explained because this service gives businesses many benefits. Enterprises can quickly and easily pay taxes without having to pay them directly as before. Tax payment is made 24/7, creating flexibility in tax payment time.

Many businesses are not highly satisfied with the ease of use factor because many people still have difficulty in performing operations on the machine. This is partly related to the ability to use information technology and understanding how to do electronic tax payments. Therefore, the Tax Department can focus on training and fostering knowledge for business accountants in the area so that they can perform electronic transactions more conveniently and easily.

System readiness is a factor that many businesses are not satisfied with, especially because there is still congestion in the system network, system failures at certain times. Many interviewees said that there was a time when they electronically submitted the error reporting system and so their transaction was interrupted.

#### 5. Solutions to Improve the Quality of Electronic Tax Payment Services

To improve the quality of electronic tax payment service at the Tax Department of Thai Nguyen province, some solutions can be taken as follows:

Firstly, strengthen propaganda and guide taxpayers. Thai Nguyen Department of Taxation needs to organize more training sessions to guide and support taxpayers in electronic tax declaration and payment. The Tax Department needs to form a specialized division of online tax declaration to support taxpayers. This division is responsible for propagating, mobilizing, and regularly organizing seminars to guide taxpayers; is a place to help taxpayers answer problems in the process of conducting electronic tax transactions through many forms such as direct answer, phone, mailbox, email, training, dialogue, posting, posting download resolved problems, illustrations of tax returns and use the industry's IT application program for taxpayers to refer to.

Tax Department should pay more attention to questions that arise in the actual transaction process; Provide support telephone numbers to answer questions and guide businesses that have difficulties or problems in the process of electronic tax declaration and payment; Need to solve the questions arising in the transaction process quickly. At the same time, the Tax Department strengthens the interaction between the tax authority and the taxpayer, for example: building a question bank, building a forum of questions and answers between taxpayers and tax departments, between taxpayers and taxpayers....

Secondly, Thai Nguyen Provincial Tax Department also needs to upgrade the LAN and WAN infrastructure; investment in retrofitting high-configuration servers; Application of dedicated solution for the server system to ensure the

best operation of the electronic tax payment system; Limit system network errors, system congestion to avoid disruption to taxpayer transactions.

Thirdly, it is necessary to ensure the confidentiality of taxpayers' data in the process of taxpayer service provision, methods of transmitting / receiving and collating electronic data; standardized data exchange messages must be digitally signed and encrypted; shared categories; related criteria for security and information technology. To preserve information for electronic transactions, the Tax Department needs to build a section to track the taxpayer's transaction record on the website. The Tax Department needs to ensure that electronic tax transactions are always done correctly; There is a need to increase the confidentiality of taxpayer personal and tax data; Applying modern security technologies, encryption techniques, applying new generation firewalls, controlling system access ... to prevent hackers, hackers from entering the system ... Security policy must be clear to taxpayers; specify the powers and limitations of the tax authority's responsibility for confidentiality.

Fourthly, the Tax Department should focus on coordinating with digital certificate providers, commercial banks. The bank should be identified as an extended arm of the tax authority to introduce newly upgraded functions, the benefits that bring, as well as share experiences to overcome errors and problems during the submission process.

Fifthly, the Tax Department needs to build and implement a centralized, online taxpayer support system such as the deployment of centralized online support services through the establishment of a complete database system to solve respond to requests for support automatically for formatted requests or forward to a tax officer for online response through means such as email, automated text messages. It is necessary to develop supporting manuals, instructional videos, error correction instructions posted on the website for enterprises to see and fix themselves. Integrating tax return, tax payment and tax refund systems on the same website address is important in order to create more convenience for businesses.

Sixthly, the Tax Department should coordinate with software providers, research to build, upgrade the website's interface friendlier, the functions are easy to use, easier to remember, especially the automatic support function, display the payment number for the State Budget, items, subsections on the payment paper ... Should research to create a link to the website for tax refund, electronic invoices. Building and providing a database will help businesses can self-access and look up the status of their tax obligations to compare and respond to the tax authorities on deficiencies.

Sevently, in order to create favorable conditions for large enterprises in internal governance, the electronic tax system needs to support enterprises to create separate accounts for management and decentralization within enterprises (manage the tax declaration and payment; decentralize according to work positions; ...). Need to build systems integrating applications for taxpayers on a single service portal, convenient and friendlier for taxpayers.

## 6. Acknowledgment

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