



SIMPOSIUM ILMIAH AKUNTANSI 7

THE EFFECT OF PROFITABILITY, SALES GROWTH AND FIRM SIZE ON TAX AVOIDANCE

Nadia Tesalonika Napitupulu ¹, Melan Triyani ², Febri Yanti Sidauruk ³, Deliana Deliana ⁴,
Abdul Rahman ⁵

Department of Accounting, Politeknik Negeri Medan, Indonesia

ARTICLE INFO

Article history:

Received:

Revised:

Accepted:

Keywords:

Profitability

Sales Growth

Firm Size

Tax Avoidance

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Corresponding Author:

Nadia Tesalonika Napitupulu

Department of Accounting, Politeknik Negeri Medan, Indonesia

Jalan Almamater No. 1 USU Padang Bulan Campus, Medan, Indonesia

Email: nadiatesalonikanapitupulu@students.polmed.ac.id

ABSTRACT

This study aims to analyze the effect of profitability, sales growth, and firm size on tax avoidance using a literature review approach. Taxes are the main source of state revenue, however differences in interests between the government and taxpayers often encourage companies to engage in legal tax avoidance. This research employs a qualitative method by reviewing 30 articles from SINTA indexed journals. The findings indicate that profitability has a positive effect on tax avoidance, as higher company profits tend to increase the motivation to minimize tax burdens. Sales growth also has a positive influence, as increased sales drive companies to implement tax avoidance strategies in order to maintain net income. Meanwhile, firm size has an effect because larger companies possess greater resources and capabilities to conduct efficient tax planning. Overall, these three variables play a significant role in determining the level of corporate tax avoidance in Indonesia.

INTRODUCTION

Taxes are the main source of state revenue used to finance government expenditures and support national development. In the context of a developing country such as Indonesia, taxes play a crucial role due to their significant contribution to the State Budget (APBN). According to the Directorate General of Taxes (DJP) and Law Number 7 of 2021 concerning the Harmonization of Tax Regulations (UU HPP), tax is defined as a mandatory contribution to the state owed by individuals or entities, which is coercive based on statutory provisions, without direct compensation, and used to finance state expenditures for the greatest prosperity of the people. Based on data from the Ministry of Finance, Indonesia's tax revenue realization in 2024 reached IDR 1,932.4 trillion, representing an increase of approximately 3.5% compared to the previous year. Meanwhile, as of August 2025, tax revenue realization was recorded at IDR 996 trillion, or about 45.51% of the 2025 State Budget target of IDR 2,189.3 trillion. (<https://www.kemenkeu.go.id/>)

The difference in interests between the government and companies regarding tax burdens can give rise to tax avoidance practices, which are carried out legally by shifting the tax burden to expense items that are not subject to tax. Tax avoidance itself is a legitimate effort to reduce tax liabilities by utilizing loopholes or provisions within tax regulations to minimize tax obligations (Mayndarto, 2022). However, this practice cannot always be fully implemented, as taxpayers are unable to completely avoid all elements that constitute taxable objects. Corporate efforts to minimize tax payments pose a challenge for the government, as the realization of tax revenues each year often fails to meet the predetermined targets (Magdalena et al., 2022).

Tax avoidance practices are often carried out by multinational companies by exploiting loopholes in cross border tax regulations. One case that once attracted public attention in Indonesia is that of PT Adaro Energy Tbk. Based on an investigative report published by the independent organization Global Witness in 2019, during the period 2009–2017, Adaro was alleged to have engaged in transfer pricing practices through its subsidiary in Singapore, Coaltrade

Services International. The report explained that coal from Indonesia was sold to this entity at a lower price and then resold at a higher price. This scheme was alleged to have reduced Adaro's tax obligations to the Indonesian government by up to USD 125 million per year, and further decreased its tax bills through a low-tax jurisdiction by approximately USD 14 million per year. (<https://globalwitness.org/>)

Another tax avoidance case that attracted public attention in Indonesia involved PT Coca-Cola Indonesia. The Directorate General of Taxes found indications of tax avoidance during the 2002–2006 period, where the company was suspected of reducing its taxable income through the recognition of large advertising expenses. This practice led to a tax dispute, with the tax authority estimating a tax underpayment of approximately Rp 49.24 billion. Although the company argued that it had complied with applicable tax regulations, the case illustrates how multinational companies may utilize certain accounting and cost allocation strategies as part of tax avoidance practices.

Tax avoidance is related to profitability because profitability reflects a company's financial performance in generating profits. The greater the profit earned, the higher the tax burden that must be paid (Magdalena et al., 2022). Several studies, such as those conducted by Magdalena et al. (2022) and Sholehah & Oktaviani (2022), indicate a positive relationship between profitability and tax avoidance. However, different results were found in the studies by Marlinda et al. (2020) and Akbar et al. (2020), which state that profitability has no effect on tax avoidance.

Another factor that influences tax avoidance is sales growth. According to Magdalena et al. (2022), sales growth describes the rate of increase in a company's sales performance. Through this ratio, companies can estimate the potential profit that may be generated as sales growth increases. Studies by Ainniyya et al. (2021) and Akbar et al. (2020) found that sales growth has an effect on tax avoidance, whereas research conducted by Magdalena et al. (2022) and Pamungkas et al. (2022) reported the opposite results.

In addition to profitability and sales growth, firm size can also be considered a factor influencing a company's tendency to engage in tax avoidance. According to Mayndarto (2022), firm size can be measured based on the total assets owned by the company. Therefore, firm size is presumed to affect tax avoidance practices. The larger the company's assets, the greater the likelihood that the company will engage in tax avoidance, as it possesses more resources and flexibility in financial management. Magdalena et al. (2022) and Mayndarto et al. (2022) found that firm size encourages tax avoidance practices, whereas Ainniyya et al. (2021) and Pamungkas et al. (2022) reported no significant effect.

The literature review on tax avoidance aims to build a comprehensive understanding of previous studies, concepts, and relevant theories, as well as to identify gaps in the literature. This study intends to examine the effects of profitability, sales growth, and firm size on tax avoidance practices, and is expected to provide an overview of the extent to which these financial factors influence companies' tendencies to engage in legal tax avoidance. The findings are also expected to be useful for policymakers, corporate management, and other stakeholders in enhancing tax compliance and the effectiveness of the tax system in Indonesia.

LITERATURE REVIEW

Agency Theory, as proposed by Jensen and Meckling (1976), explains that the relationship between the principal and the agent represents a contractual arrangement in which the principal delegates authority to the agent to manage the company and make decisions related to its operations. In this context, the principal acts as the owner of the company, while the agent serves as the manager who carries out managerial activities on behalf of the owner. The application of agency theory in the context of tax avoidance can be observed through the actions of managers who seek to reduce the company's tax burden in order to achieve the primary objective of maximizing profits for the company's owners.

Tax Avoidance

Tax avoidance is one of the strategies legally undertaken by taxpayers to reduce their tax burden. This strategy takes advantage of loopholes or grey areas within tax laws and regulations,

allowing taxpayers to minimize their tax liabilities without violating the prevailing tax provisions (Pamungkas et al., 2022).

Although tax avoidance is not against the law, this practice is generally undesirable for the government because it can reduce the potential for state tax revenue. Moreover, it is often viewed as a form of neglect of a company's moral responsibility to contribute to national development. On the other hand, companies that engage too aggressively in tax avoidance may face negative consequences, such as a decline in investor interest, reputational damage, and the imposition of penalties that must be borne as a consequence (Magdalena et al., 2022). Therefore, even though tax avoidance is legally permissible, companies should exercise caution and carefully consider the potential long-term risks associated with such practices.

Profitability

Profitability is a financial ratio used to assess a company's ability to generate profits based on sales, total assets, or shareholders' equity. Therefore, long-term investors tend to pay close attention to the results of a company's profitability analysis (Chandra & Oktari, 2021). Various studies have stated that profitability has an influence on tax avoidance. For example, research conducted by Magdalena et al. (2022) shows that an increase in a company's profits tends to be followed by a rise in the tax burden that must be paid. This situation may encourage companies to engage in tax avoidance practices through profit manipulation in order to reduce the amount of tax paid.

Putri et al. (2025) also support these findings by demonstrating that profitability has a negative effect on tax avoidance. This finding indicates that an increase in the Return on Assets (ROA) value is associated with a decrease in the Cash Effective Tax Rate (CETR). However, since CETR has a negative interpretation, a lower CETR value actually signifies an increase in tax avoidance practices. Therefore, the higher the level of a company's profitability, the greater its tendency to engage in tax avoidance.

Profitability reflects a company's ability to generate profit. A high level of profitability is expected to influence the company's tendency to engage in tax avoidance. When a company achieves high profitability, management tends to implement more optimal tax planning strategies to reduce the amount of tax paid. Thus, the greater the profit earned by the company, the stronger the indication of efforts to minimize the tax burden through tax avoidance practices.

Sales Growth

Sales growth describes the rate of increase in a company's sales from year to year (Magdalena et al., 2022). A company's sales may experience both declines and increases over time. Various studies have shown that an increase in sales can influence tax avoidance. For instance, the study conducted by Ainniyya et al. (2021) found that changes in a company's sales value directly affect its profit, which in turn impacts the amount of tax owed. High sales growth often requires new investments and financing, providing companies with more opportunities to achieve efficiency in their tax burdens.

Akbar et al. (2020) also support this finding by showing that sales growth affects tax avoidance. They argue that the higher the sales growth, the lower the level of tax avoidance activity within a company. This is because companies with relatively high sales levels have greater opportunities to generate substantial profits and are therefore more capable of fulfilling their tax obligations.

Sales growth has been proven to be a factor that consistently influences tax avoidance. Research conducted by Sudibyo (2022) shows that sales growth has an effect on tax avoidance. This occurs because when sales growth increases, the company's profit is assumed to rise as well. An increase in profit means that the amount of tax payable by the company will also increase, prompting the company to engage in tax avoidance practices. The above statement is supported by the findings of Suryani (2021), whose research demonstrated that sales growth affects tax avoidance. This indicates that the higher the sales growth, the greater the level of tax avoidance activity. Thus, it can be concluded that sales growth plays an important role in driving tax avoidance behavior. The increase in sales, which leads to higher profits, encourages companies to reduce their tax burden through tax avoidance strategies.

Firm Size

Firm size describes the scale of a business entity, which can be measured through various approaches depending on the context. This indicator provides an overview of a company's magnitude from both operational and financial perspectives. In practice, firm size is generally measured using several key parameters, such as the number of employees—where companies with a larger workforce are typically categorized as large enterprises. In addition, the level of revenue or annual turnover is often used as a benchmark, as higher income generally indicates a larger company scale. Total assets, which include property, equipment, and other investments, also serve as an important indicator in determining firm size (Vernando & Erawati, 2020).

Research conducted by Putri et al. (2025) found that companies with a larger scale tend to avoid engaging in tax avoidance practices in order to maintain their reputation, which is closely monitored by the government. This indicates that firm size has a positive effect on tax avoidance.

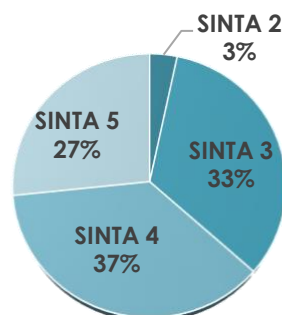
Meanwhile, the study conducted by Chandra & Oktari (2021) explained that the firm size variable has no significant effect on tax avoidance. The larger a company is, the greater the profit it tends to generate, which ultimately leads to a higher tax burden that must be paid. Such conditions may encourage companies to engage in tax avoidance as an effort to minimize their tax obligations. These findings are consistent with the research by Wansu and Dura (2024), which stated that both large and small companies remain under the scrutiny of tax authorities if they fail to comply with tax regulations. Companies with higher total assets generally have more stable profits compared to smaller firms, allowing them to better manage and fulfill their tax obligations. Therefore, a large firm size does not necessarily indicate a tendency toward tax avoidance. On the contrary, larger companies tend to focus on maximizing profits to enhance stakeholder (principal) welfare.

RESEARCH METHODS

This study employs a qualitative method with a literature review approach. The analysis is carried out using an information delivery technique to identify causal factors described in a narrative form (Santoso & Masitoh, 2022). This literature review approach is conducted by examining a number of relevant and recent articles from SINTA indexed journals, focusing on the effect of profitability, sales growth, and firm size on tax avoidance.

Articles discussing the influence of profitability, sales growth, and firm size on tax avoidance were collected from SINTA-indexed journals in categories SINTA (2), SINTA (3), SINTA (4), and SINTA (5), with a total of 30 articles. The selection of this method aims to enable the author to obtain the most recent literature sources that can serve as references for future research.

Figure 1
Percentage of Articles Indexed in SINTA



The percentage of SINTA indexed articles used in this literature review based study is as follows: SINTA 2 represents 3% with 1 article, SINTA 3 represents 33% with 10 articles, SINTA 4 represents 37% with 11 articles, and SINTA 5 represents 27% with 8 articles.

DISCUSSION

The Effect of Profitability on Tax Avoidance

A company's profitability is one of the key factors that can affect its decision to engage in tax avoidance. Various studies have shown a complex relationship between profitability and tax avoidance, with mixed findings. Based on the literature review regarding the effect of profitability on tax avoidance, differences in research results were identified. Several studies, such as those conducted by Wahyuni & Wahyudi (2021) and Wulandari et al. (2024), indicate that profitability has a positive effect on tax avoidance. This finding suggests that companies with higher profitability tend to seek ways to minimize their tax burden. An increase in profit leads to a higher tax expense, thereby encouraging management to implement tax avoidance strategies in order to maintain net income available to shareholders.

However, not all studies support this relationship. Several studies, such as those conducted by Sidauruk et al. (2023) and Umar et al. (2021), found that profitability has no effect on tax avoidance. This indicates that the profit earned from net sales is sufficient to cover the company's tax obligations, thereby reducing the incentive to engage in tax avoidance. Moreover, the stability of tax expenses from year to year also leads companies to refrain from taking aggressive measures to reduce their tax liabilities.

Overall, out of the 30 reviewed articles, approximately 16 studies indicate that profitability affects tax avoidance, while 7 studies report no significant effect. Meanwhile, the remaining studies present varying results depending on the context and research methods employed. This variation in findings highlights the need for further research to gain a deeper understanding of the factors influencing corporate tax avoidance decisions, including the role of tax regulations, firm size, and management structure.

The Effect of Sales Growth on Tax Avoidance

Research findings on the effect of sales growth on tax avoidance indicate a tendency that this variable influences the level of corporate tax avoidance. Of the 30 reviewed articles, 12 studies state that sales growth affects tax avoidance, while 11 studies report no effect. Several studies, such as those conducted by Fatiha & Murtanto (2024), show that sales growth has a positive effect on tax avoidance. This is because increasing sales growth reflects higher company profits. The rise in profits leads to higher tax liabilities, thereby encouraging companies to implement tax avoidance strategies to minimize their tax burden.

However, other studies, such as the one conducted by Wahyuni et al. (2023), show that sales growth has no effect on tax avoidance. This result suggests that the company has not been able to significantly increase its sales, resulting in suboptimal profits, which are insufficient to motivate the company to engage in tax avoidance.

Overall, the research findings indicate that the effect of sales growth on tax avoidance depends on each company's financial condition and management policies. Factors such as operational efficiency, profit stability, and the implemented tax policies can influence the extent to which sales growth impacts tax avoidance practices.

The Effect of Firm Size on Tax Avoidance

Most research results reveal that the effect of firm size on tax avoidance remains inconsistent. Some studies report a positive or negative relationship, while a substantial number find no significant effect. Based on the literature review, 11 articles indicate that firm size influences tax avoidance. This finding implies that larger companies tend to have greater resources and expertise to engage in effective tax planning, allowing them to minimize the amount of tax payable (Maydarto, 2022).

On the other hand, 8 articles conclude that firm size has no effect on tax avoidance. Large companies tend to receive greater attention from regulators, making them more cautious and inclined to comply with applicable tax regulations. With the resources they possess, large firms are able to conduct proper tax planning without engaging in aggressive tax avoidance practices (Wansu & Dura, 2024).

Overall, studies that find an effect of firm size on tax avoidance indicate that a company's operational scale and the complexity of its activities can influence tax avoidance. Larger firms generally engage in more diverse transactions, including inter-entity and cross-regional activities, which may provide greater opportunities to take advantage of gaps in tax regulations. Therefore, firm size remains a relevant variable in explaining tax avoidance practices.

CONCLUSION

Based on the literature review, this study concludes that profitability, sales growth, and firm size have an effect on tax avoidance. Higher profitability has an effect on tax avoidance because higher profits encourage entities to reduce their tax burden. Sales growth also has an effect on tax avoidance, as increasing sales often lead to higher profits and motivate management to minimize tax obligations. In addition, firm size has an effect on tax avoidance, since larger entities generally have more resources for tax planning. Despite some inconsistent findings in previous studies, overall evidence shows that these three variables have an effect on tax avoidance.

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