

## ABSTRAK

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### **KECENDRONGAN TERJADINYA PRAKTIK *TRANSFER PRICING* PADA INVESTASI ASOSIASI DI ASEAN DENGAN PROFITABILITAS, *INTANGIBLE PROPERTY*, DAN *LEVERAGE* SEBAGAI VARIABEL MODERASI**

(xiv + 86 halaman, 2 gambar, 10 tabel, 3 lampiran)

Penelitian ini bertujuan untuk menganalisis praktik *transfer pricing* sebagai penghindaran pajak pada investasi pihak asosiasi di ASEAN. Variabel moderasi yang digunakan dalam penelitian ini adalah profitabilitas, *intangible property*, dan *leverage* untuk melihat apakah memperkuat motivasi praktik *transfer pricing* sebagai penghindaran pajak pada investasi pihak asosiasi di ASEAN. Penelitian ini menggunakan metode *purposive sampling* pada populasi perusahaan manufaktur di ASEAN yang berstatus *public* pada periode 2020-2023. Total sampel penelitian ini adalah 824 perusahaan dari enam negara ASEAN selama empat (4) periode. Hasil penelitian menunjukkan bahwa praktik *transfer pricing* sebagai penghindaran pajak berpengaruh positif terhadap investasi pihak asosiasi di ASEAN. Profitabilitas memoderasi, namun memperlemah hubungan positif praktik *transfer pricing* sebagai penghindaran pajak terhadap investasi pihak asosiasi. *Intangible property* juga memoderasi, namun memperlemah hubungan positif praktik *transfer pricing* sebagai penghindaran pajak terhadap investasi pihak asosiasi. *Leverage* memoderasi dan memperkuat hubungan positif praktik *transfer pricing* sebagai penghindaran pajak terhadap investasi pihak asosiasi di ASEAN.

**Kata kunci :** *transfer pricing*, penghindaran pajak, investasi asosiasi, profitabilitas, *intangible property*, *leverage*, ASEAN

Referensi : 96 (1976-2024)

## ABSTRACT

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### ***THE TENDENCY OF UNFAIR TRANSFER PRICING PRACTICES ON INVESTMENTS IN ASSOCIATES IN ASEAN WITH PROFITABILITY, INTANGIBLE PROPERTY, AND LEVERAGE AS MODERATING VARIABLES***

*(xiv + 86 pages, 2 figures, 10 tables, 3 appendices)*

*This study aims to analyze the practice of transfer pricing as a form of tax avoidance in investments by associated parties in ASEAN. The moderating variables in this study are profitability, intangible property, and leverage to assess whether they strengthen the motivation for transfer pricing practices. This research uses purposive sampling on a population of manufacturing companies in ASEAN that are publicly listed during the period of 2020-2023. The total sample in this study consists of 824 companies over four (4) periods. The results show that transfer pricing practices as tax avoidance have a positive effect on investments in associates. Profitability moderate the relationship, but weaken the positive connection between transfer pricing practices as tax avoidance and investments in associates. Intangible property also moderates but weakens the positive relationship between transfer pricing practices as tax avoidance and investments in associates. Leverage moderates and strengthens the positive relationship between transfer pricing practices as tax avoidance and investments in associates.*

***Keywords : transfer pricing, tax avoidance, investment in associates, profitability, intangible property, leverage, ASEAN***

*References : 96 (1967-2024)*