

ABSTRACT

This study highlights the importance of interpersonal communication in enhancing taxpayer satisfaction at the Kantor Pelayanan Pajak (KPP) Pratama Purwokerto (Purwokerto Tax Office). The main issue identified is the communication challenges between tax officers and taxpayers, which can lead to dissatisfaction and potentially harm the state's revenue. To address this issue, this research employs a qualitative method with data collection techniques including interviews, observations, and documentation. Data analysis is conducted using NVivo software. The results show that aspects of interpersonal communication according to Joseph A. Devito, such as openness, empathy, supportive attitude, and positive feelings, play a crucial role in building effective relationships between officers and taxpayers. Openness and positive feelings are the most dominant aspects in building taxpayer satisfaction, followed by empathy and supportive attitude. This study suggests enhancing communication training for officers and collecting feedback from taxpayers to improve service quality at the Purwokerto Tax Office.

Keywords: *interpersonal communication, taxpayer satisfaction, services.*