

THE EFFECT OF DIVIDEND PER SHARE, PROFITABILITY (ROA) AND
MARKET LIQUIDITY TOWARDS SHARE PRICE: EVIDENCE FROM
MALAYSIA

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Table of Content

Title Page	i
Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgement	iv
Table of Content	v
List of Figure	viii
List of Table	ix
List of Abbreviations	x
Abstract	xi
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem statement	3
1.3 Research Question and Research Objectives	4
1.4 Significance of Study	5
1.5 Scope and limitation of study	6
1.6 Organization of the report	7
CHAPTER 2: LITERATURE REVIEW	9
2.1 Introduction	9
2.2 Theory of Study	10
2.2.1 Signalling Effect Theory	10
2.2.2 Dividend Irrelevancy Theory, (Miller & Modigliani, 1961)	10
2.2.3 Efficient Market Hypothesis	11
2.2.4 Theory of Demand and Supply	13
2.3 Share Price	13
2.4 Dividend per share	14
2.5 Profitability (ROA)	16
2.6 Market Liquidity	17
2.7 Conceptual Framework	18
2.8 Conclusion	19

CHAPTER 3: RESEARCH METHODOLOGY	21
3.1 Introduction	21
3.2 Data Description	21
3.2.1 Share Price	21
3.2.2 Dividend per Share	22
3.2.3 Profitability (Return on Asset)	22
3.2.4 Market Liquidity	22
3.3 Data Collection Methods	23
3.3.1 Data Software	24
3.3.2 Sampling Design	25
3.4 Regression Model	26
3.5 Research Hypothesis	27
3.6 Research Design	28
3.7 Estimation methods	28
3.7.1 Descriptive statistics	29
3.7.2 Unit Root Test	29
3.8 Estimation Model	31
3.8.1 Poolability Model	31
3.8.2 Hausman Test	32
3.9 Diagnostic Check	33
3.9.1 Multicollinearity Test	33
3.9.2 Heteroscedasticity Test	33
3.9.3 Serial Correlation	34
3.10 Conclusion	34
CHAPTER 4: FINDINGS AND DATA ANALYSIS	36
4.1 Introduction	36
4.2 Descriptive Statistic Test	36
4.3 Result of Stationary Test	39
4.4 Results of Multicollinearity Test	42
4.5 Serial Correlation Test	42
4.6 Heteroscedasticity Test	43
4.7 Correlation Coefficient	44
4.8 Result of Poolability Test	45
4.9 Result of Hausman Test	46

Abstract

Factor affecting share price become an issue among the researcher. This study aim to determine the effect of dividend per share, profitability (ROA) and market liquidity towards the share price. The data used in this research is secondary data which are financial report and share price year 2012-2016. The sample of companies used is 25 companies listed in Bursa Malaysia. Panel regression analysis method is used for data analysis. The results of this study indicate that value of adjusted R-square of 0.8484 indicates that share price can be explained by dividend per share, profitability (ROA) and Market liquidity of 84.84%, while the remaining can be explained by other factors outside this study. Simultaneously, only two independent variable which are dividend per share and market liquidity have positive significant effect toward the share price, while profitability (ROA) have insignificant effect towards share price.

Keywords: Dividend per share, profitability (ROA), market liquidity, share price