



**DETERMINANT OF TELECOMMUNICATION
PERFORMANCE IN MALAYSIA**

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DECLARATION OF ORIGINAL WORK

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2014382313

Hereby, declare that,

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

05th January 2017

Wan MuhdFaez Wan Ibrahim
Faculty of Business Management
UniversitiTeknologi MARA
85009 Segamat
JOHORDARUL TAKZIM

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**DETERMINANTS OF TELECOMMUNICATION PERFORMANCE IN MALAYSIA**” to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you.

Yours sincerely,

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NUR NADIAH ATIQA BINTI MOHD ZAMRI
2014382313
Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

First and foremost, I wish to count my blessings and thanked Allah S.W.T for providing me with the guidance and blessing, also healthy mental and physical faculties to succeed in completing this study.

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Thank you.

ABSTRACT

The general objective of this study is to identify the determinants of Telecommunication performance in Malaysia. The sample of this study is the average data from 12 companies which is listed on the Main Board of Bursa Malaysia covering period of 2010 until 2015. This study chose return on equity (ROE) as dependent variable while current ratio, debt ratio, earning per share, net profit margin and operating profit margin as the independent variables. In determining the liquidity value, this study used current ratio (CR) which from formula of current assets divided with current liabilities. For measuring the leverage, this study used debt ratio that come from total debt divided with total assets while measuring the earning per share, it was measured by using the net income divide by average outstanding common shares. In measuring the net profit margin, it was measured by using the earnings after tax divide by sales and operating profit margin is measured by dividing a company's operating income during a given period by its net sales during the same period. The result is expected that current ratio, debt ratio, earnings per share, net profit margin and operating profit margin variables are significant to the performance. Earnings per share, net profit margin and operating profit margin show a positive significant relationship with the performance of company. However, current ratio and debt ratio show a negative insignificant relationship of the company.