



A dissertation submitted to UniversityTechnology MARA in partial fulfillment of requirement for the Bachelor in Business Administration (Honors) Finance.

THE FACTORS THAT INFLUENCE THE SATISFACTION OF FELDA COMMUNITY TOWARDS THE LISTING OF FGV SHARE IN BURSA MALAYSIA

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LETTER OF SUBMISSION

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Dear Sir,

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Enclose here is a report of thesis paper entitle "**The Factors That Influence the Satisfaction of FELDA Community towards the Listing of FGVH in Bursa Malaysia**".

I really hope the accomplishment of this report capable to fulfill the requirement and expectation needed by faculty and at the same time able to archive the desire objectives of course undertake.

Lastly, I would like to express my sincere gratitude for the guidance and kindness that you rendered during the entire preparation and completion of this thesis report.

Thank you.

Yours sincerely,

.....
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ABSTRACT

The purpose of this research is aims to find the factor that influences the satisfaction of FELDA community towards the listing of FGV share in Bursa Malaysia. The objective of this study is to identify what the factors that influence the satisfaction of FELDA community towards the listing of FGV share in Bursa Malaysia in the general. In specific is to identify the relationship between Corporate Social Responsibility (CSR), Return and Share price with the satisfaction of FELDA community towards the listing of FGV share in Bursa Malaysia. This is because there are three factors contribute in this research; there are CSR, share price and stock return. There are 150 respondents of this research taken from the 100 respondent of FELDA settler from FELDA Besaut, Perak and 50 respondents of FELDA officers from Wisma FELDA, Kuala Lumpur. The methodology used is conducted under exploratory research design which is suitable to the research that attempts to describe factors that can influence the satisfied of FELDA community towards the Listing. The relationship between independent variables with the satisfaction of FELDA community towards FGV share as dividend variables is empirically analyzed through the Linear Regression Model. The finding shows that all the three variables (CSR, share price and stock return) in this research have the positive relationship with the satisfaction of FELDA community towards the FGV share which the most significant is stock return followed by share price and SCR.