



A STUDY BASED ON THE DETERMINANTS OF MAYBANK'S  
PROFITABILITY

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## ABSTRACT

The banking industry in Malaysia is growing rapidly. The financial institution is recognized as an important institution to promote the economic growth and development. A sound financial institution is crucial for the stable economy. Consequently, researchers study the determinants of Maybanks' profitability in Malaysia to improve the banking industry in Malaysia. The use of Maybank profitability has a clearer understanding to the effect of determinant on bank profitability. Researchers as well examine the bank-specific as well as macroeconomic factors that bear upon the commercial bank's ability to generate profit in Malaysia. In this research, the independent variables include bank size, inflation and interest rate, whereas the dependent variable is return on asset. Based on the analysis result, implications and findings were interpreted in the last chapter. Furthermore, the restrictions and recommendations have been discussed to assist future researchers to conduct effective in further studies which are related to this subject.