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DETERMINANTS OF CORPORATE FINANCIAL PERFORMANCE FOR HOTEL INDUSTRY IN MALAYSIA

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ABSTRACT

Corporate financial performance explained the subjective measure of how well a firm can use their assets to generate revenues. Financial performance is one of the most important effective measures on the valuation and direction of economic enterprises. It is essential for company to have good financial decisions in order to improve the company performance and shareholder wealth. Finance managers need play their important role in order to identify what are the determinants that might influence financial performance. This paper is aimed to analyse the determinant of corporate financial performance among listed hotel company in Malaysia. This study will be conducted to investigate the relationship between Return-on-Asset (ROA) that represented as financial performance with several factors of financial performance which are current ratio (CR), inventory turnover ratio (ITO), account receivable turnover ratio (ARTO) and debt-to-equity ratio (DER).The data will be obtained from annual report of listed hotel company in Malaysia. The annual report will be obtained from Bursa Malaysia for four selected listed hotel company in Malaysia. The data will be collected for five years from 2010 to 2014 in quarterly.

Table of Contents

DECLARATION OF ORIGINAL WORK i
LETTER OF SUBMISSION ii
ACKNOWLEDGEMENT iii
ABSTRACT iv
LIST OF TABLE viii
LIST OF FIGURE viii
LIST OF DIAGRAM viii
LIST OF ABBREVIATION ix
CHAPTER 1 1
INTRODUCTION 1
1.2 Background of Study 2
1.3 Problem Statement 4
1.4 Research Objective 5
1.4.1 Main Research Objective 6
1.4.2 Specific Research Objective 6
1.5 Research Question 6
1.5.1 Main Research Question 6
1.5.2 Specific Research Question 7
1.6 Significance of Study 7
1.6.1 Researcher 7
1.6.2 Finance Manager 7
1.6.3 Investors 8
1.6.4 Organizations 8
1.7 Scope of Study 9
1.8 Limitation of Study 9
1.8.1 Data Accuracy 9
1.8.3 Company-constraint 9
1.9 Summary 10
CHAPTER 2 11
LITERATURE REVIEW 11
2.1 Introduction 11
2.2 Liquidity Ratios 11
2.2.1 Current Ratio (CR) 12

2.3 Efficiency Ratios
2.3.1 Account Receivable Turnover Ratios (ARTO)
2.3.2 Inventory Turnover Ratio (ITO)
2.4 Solvency Ratios 17
2.4.1 Debt-to-Equity Ratio (DER) 17
2.5 Profitability Ratios 19
2.5.1 Return on Asset (ROA) 19
CHAPTER 3 21
METHODOLOGY DATA 21
3.1 Introduction 21
3.2 Sample and Data 22
3.2.1 Population and Samples 22
3.2.2 Data Collection 22
3.2.2.1 Journals 22
3.2.3 Variables 23
3.3 Research Design 23
3.3.1 Purpose of Study 24
3.3.2 Types of Investigation 24
3.3.3 Extend of Researcher Interference 24
3.3.4 Study Setting 25
3.3.5 Unit of Analysis 25
3.3.6 Time Horizon 25
3.4 Research Framework 25
3.5.1 Target Population 26
3.5.2 Sampling Size 26
3.6 Test Consideration for Data Analysis 27
3.6.1 Descriptive Statistic Analysis 27
3.6.2 Skewness 27
3.6.3 Normality Test 27
3.6.4 Correlation Analysis (Pearson correlation) 28
3.6.5 Heteroscedasticity Test 28
3.6.6 Multicollinearity Test. 29
3.6.7 Multiple Linear Regression Model 29
3.7 Measurement Variables 32
3.8 Hypothesis Statement 32