

STUDENT'S DECLARATION

Academic Project Title:

STUDY OF THE FACTORS AFFECTING RENTAL VALUE AT SACC MALL USING MULTIPLE REGRESSION ANALYSIS MODEL (MRA) TECHNIQUE

I declare that this report is the result of my own research, unless otherwise indicated or acknowledged as referenced work.

In the event that my report be found to violate the conditions mentioned above, I voluntarily waived the right of conferment of degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Writer's Signature :

Writer's Name : **FARIN AIN BINTI ISMAIL KASSIM**

Declaration Date : 30/03/2010
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ABSTRACT

The purpose of this study is to find out factors affecting rental value of shopping complex especially at SACC Mall, Shah Alam in Selangor using Multiple Regression Analysis (MRA). This method is widely used by the researchers of economic as to predict things in the future events. In the study, the writer used it as to predict factors affecting rental value at SACC Mall. Besides that, the writer also wants to achieve her second objective, as stated in chapter 1; is to find regression results by developing models for measuring rental prices of shopping complexes, Multiple Regression Analysis is used to determine the set of potential variables explaining each of the performance variables. Furthermore, the writer has used SPSS (Statistical Package for the Social Science) software version 11.5 as to perform the regression analysis.

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CHAPTER 1

INTRODUCTION

1.1 General

The study is focused on the application of Multiple Regression Analysis (MRA) to the rental value of shopping complex. Thus, the purpose of this method (MRA) is to predict and examine factors affecting to that rental. First, the rental value for all retails space in the shopping complex is obtained. Then the factors affecting the value are described in the methodology of the study. Next, the data are measured by the regression analysis.

1.2 Problem Statement

The purpose of the study to investigate factors affecting rental value of retail shops at Shah Alam City Centre Mall (SACC Mall) using model analysis of multiple regressions.

Multiple regression analysis (MRA) is a technique used for the modelling and analysis of numerical data consisting of values of a rental price (dependent variable) and of one or more independent variables (explanatory variables). MRA technique allows the estimation of the parameters (variables), usually linear relationship between a single dependent variable several independent variables.

For this study, the forecasting tool provides possibility of predicting characteristic or factor of the shopping complex to the rental prices. The predictive models use the rental prices as dependent variables. Meanwhile, independent