



اَوْنِبُوْ سِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

HOTEL REVENUE : SHANGRI LA HOTEL IN MALAYSIA

FAUZIAHFORA JURANI

2016631586

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOR (BUSINESS
ECONOMICS)**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI MARA
KOTA KINABALU, SABAH**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, Fauziahfora Jurani, 970211126154.

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TABLE OF CONTENT

	PAGE
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDMENT	iv
LIST OF TABLE	v
LIST OF FIGURE	vii
ABSTRACT	viii
CHAPTER	
1 INTRODUCTION	
1.0 Research background	2
1.1 Problem statement	3
1.2 Research Question	
1.3 Research Objective	4
1.4 Significant of study	5
1.5 Scope and Limitation	6
1.6 Research Hypothesis	7

ABSTRACT

Revenue play essential role in the sustainability of hotel in Hospitality industry. Revenue can be generated from many aspect such as from financial allocation and management. Revenue can be associated with firm performance. Studied by Koichi(2017), business performance is related to debt ratio and other financial ratio. Shangri La is one of the top hotel business in Malaysia, what is the impact of financial ratio on Shanri La revenue ? Data are collected from Shangri La Malaysia quarterly revenue from 2010 to 2018. OLS Method has been used to regress the data. Researcher found that there positive and negative impact toward hotel revenue.