



**UNIVERSITI TEKNOLOGI MARA**

**THE RELATIONSHIP OF CONTENT MARKET  
VALUE TOWARDS STOCK PRICE**

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of the requirements for the degree of  
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## **AUTHOR'S DECLARATION**

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

In this article, the relation between stock price with market value, book value per share, dividend payout ratio and net income in investigate the strength relationship that affect stock price based on the company under market capitalization has been studied. Stock price has been attracted for the investor of the company in recent years. Therefore, it is important to investigate the factors that affect the stock price to give an information for the investor. Datastream has been used to collect the data for this research that listed in the Bursa Malaysia for the company under market capitalization from years 2013 to 2017. Panel data as the methodology of this research and conducted the test through t-statistics, f-statistics, correlation, normality test, and BG test. The results found that there is significant relationship between stock price with book value per share and dividend payout ratio. It also shows the relationship between stock price and market value is less relationship while for dividend payout ratio and net income relationship with market value has found to be positively relationship in the context of content market value.

*Keywords:* stock price, market value, book value per share, dividend payout ratio, net income

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