



UNIVERSITI TEKNOLOGI MARA

**TRADING-SERVICES SECTOR: QUARTER
REPORT ANNOUNCEMENT EFFECT TOWARDS
THE STOCK PRICE IN MALAYSIA**

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Final Year Project Paper submitted in fulfilment
of the requirements for the degree of
**Bachelor of Business Administration
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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.

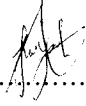
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ABSTRACT

This research aim to study on how quarter report announcement effect towards the stock price in trading-services sector of public listed company in Malaysia and to identify which variables has the most effect of the stock price movements in this sector. Data were collected quarterly started from 1st quarter of 2012 until 4th quarter 2017 for 10 trading services companies listed in Malaysia. The internal factors such as the firm's revenue, earning per share, net profit, dividend and net tangible asset that updated quarterly in financial report are used as the independent variables for the research. These five independent variables that used in this study to examine the relationship of firm quarter performance toward stock price. The methods that were used are statistical analysis like Normality Test, Correlation Analysis, Descriptive Analysis, Heteroscedasticity Test and Panel Ordinary Least Square Analysis are use to measure the level of significance in order to know which factor have stronger effect towards firm's stock price. The findings conclude all variables are expected to be positive relationship with the stock price of the trading-services sector.

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