



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**A STUDY ON THE RELATIONSHIP BETWEEN INTEREST RATE
(BLR), POPULATION AND GROSS DOMESTIC PRODUCT
TOWARDS PROTON CAR SALES IN MALAYSIA**

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MARA UNIVERSITY OF TECHNOLOGY
KELANTAN CAMPUS**

NOVEMBER 2005



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BY :

JAMILAH BT HUSSIN @ JAAFAR

2003337747

Thesis submitted to the School of Business Management

MARA University of Technology

In fulfillment for the Bachelor of Business

Administration (Hons) Finance

NOVEMBER 2005

LETTER OF TRANSMITTAL

JAMILAH BINTI HUSSIN @ JAAFAR
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13 OCTOBER 2005

MR. AHMAD BUKHARI BIN MOHD YASIN
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Bachelor of Business Administration (Hons) Finance
Mara University of Technology
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled **“A Study On The Relationship Between Interest Rate (BLR), Population and Gross Domestic Product Towards Proton Car Sales In Malaysia”** to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology, Kelantan Campus.

Thank you

Yours Faithfully,



JAMILAH HUSSIN@ JAAFAR
2003337747
Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT

“In the name of Allah, the Merciful, the Beneficent”

First and foremost, I would like to express my gratitude to Allah because I am able to finish my project paper without many problems.

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Thank you.

ABSTRACT

This research paper attempts to determine the relationship between interest rate, population and gross domestic product (GDP) towards Proton car sales. The data is collected for 8 years starting from year 1997 to 2004 in quarterly basis. The methods used are Simple Linear Regression Model and Multiple Linear Regression Model. Based on analysis from simple linear regression model, the result shows that there are significant relationships between interest rate, population and GDP with Proton car sales. The result also shows that there are positive relationships between population and GDP, meanwhile for interest rate the result shows a negative relationship between Proton car sales. Under the multiple linear regression models, the result shows that all selected variable (interest rate, population and GDP) have significant relationships with Proton car sales simultaneously. From the F-statistic, the result shows that the model reliably predicts the dependent and independent variables.