

# LETTER OF SUBMISSION

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Dear Madam,

## **SUBMISSION OF PROJECT PAPER (FIN672)**

Enclosed here a research report entitled **“THE IMPACT OF BANK INTERNAL FACTORS AND MALAYSIA FESTIVALS ON THE SHARE PRICE: A CASE STUDY OF MALAYAN BANKING BERHAD (MAYBANK)”**.

I hope this report will meet your requirement and expectations of the Faculty of Business and Management. Thank you for all the guidance, support and assistance you have generously rendered for the completion of this report.

Thank You.

Yours faithfully,

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**AZAHANA BINTI JAMLI**  
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## **ABSTRACT**

The objective of this study is to identify the relation of Maybank's share price with five independent variables. The variables that have been used in this study are dividend per share (DPS), earning per share (EPS), return on equity (ROE), debt to equity ratio (DER) and Malaysia festivals (MF). Malayan Banking Berhad (Maybank) have been used as a sample size to measure the share price volatility in Malaysia. The sample year taken for this study are gathered from year 2000 until 2016. The data was collected based on monthly basis which accumulate a total number of 204 monthly data observations. The method used to run the data is pooled ordinary least square (OLS). Based on the result obtained, it shows that dividend per share (DPS) and earning per share (EPS) are significantly positive relationship with Maybank's share price. Meanwhile, the variable of return on equity (ROE) shows the most significant to Maybank's share price. However, the findings of debt to equity ratio (DER) and Malaysia festivals (MF) have insignificant relationship in affecting the share price of Maybank. The result provided some useful insights for the effects of internal factors and Malaysia festivals on the Maybank's share price.