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**THE IMPACT OF MARKETING EXPENDITURES AND  
BRAND VALUE TOWARD COMPANIES' FINANCIAL  
PERFORMANCE AND STOCK RETURN:  
A CASE STUDY IN FINANCIAL SECTOR**

**UNDERGRADUATE THESIS**

Proposed to fulfill the requirement of finishing the undergraduate program  
International Business Management Program, Management Department  
Faculty of Economics  
Petra Christian University

Created by:

Triciany Dewi Sutanto  
Jason Soesanto

Student ID: 34412007  
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INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
MANAGEMENT DEPARTMENT



**THE FACULTY OF ECONOMICS  
PETRA CHRISTIAN UNIVERSITY  
SURABAYA**

**2016**

APPROVAL PAGE

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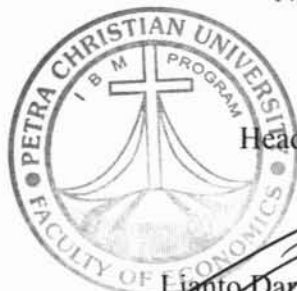


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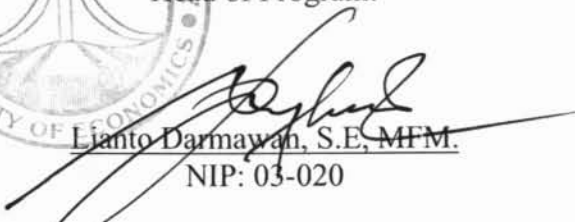
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Finally, the writers do hope that this research would give an impactful and significant contribution to the companies, industry, academicians and also fellow students.

Surabaya, May 31<sup>st</sup>, 2016

The Writers