ABSTRAK

PENGARUH *PERFORMANCE,* UMUR, BIAYA TRANSFER DAN BIAYA GAJI TERHADAP *MARKET VALUE* PEMAIN SEPAKBOLA PROFESIONAL (STUDI EMPIRIS PADA KLUB SEPAKBOLA DI EROPA)

Oleh

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Penelitian ini bertujuan untuk memberikan bukti empiris tentang pengaruh *performance,* umur, biaya transfer dan biaya gaji terhadap *market value* pemain sepakbola profesional. Data diperoleh dari situs resmi yang memuat harga pemain sepakbola di bursa transfer liga-liga di Eropa yaitu *transfermarkt.co.uk.*

Populasi pada penelitian ini adalah 4 klub yang ada di Eropa. Berdasarkan metode *purposive sampling,* sampel yang diperoleh sebanyak 400 pemain dari 40 klub. Hipotesis dalam penelitian ini diuji meggunakan analisis regresi berganda untuk menguji pengaruh variabel independen terhadap variabel dependen.

Hasil penelitian menunjukan bahwa *performance* berpengaruh secara signifikan positif terhadap *market value* pemain sepakbola, umur berpengaruh signifikan positif terhadap *market value* pemain sepakbola, biaya transfer masuk berpengaruh signifikan positif terhadap *market value* pemain sepakbola dan biaya gaji berpengaruh signifikan positif terhadap *market value* pemain sepakbola. Kesimpulan dari penelitian ini adalah bahwa *performance,* umur, biaya transfer dan biaya gaji dapat digunakan untuk mendasari penaksiran harga pemain sepakbola di bursa transfer.

Kata kunci : *performance,* **biaya transfer,** *market value***, sepakbola.**

ABSTRACT

**THE EFFECT OF PERFORMANCE, AGE, TRANSFER FEE, AND
SALARY TO THE MARKET VALUE OF PROFESSIONAL FOOTBALL
PLAYERS (EMPIRICAL STUDY ON FOOTBALL CLUB IN EUROPE)**

By

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*This study aims to provide empirical evidence about the effect of performance,
age, transfer fee, and salary to the market value of professional football players.
Data obtained from the official website which publish price of the football players
in the transfer market in European leagues that is transfermarkt.co.uk.*

*The population in this study is 4 club in Europe. Based on purposive sampling
method, samples obtained as many as 400 players from 40 clubs. The hypothesis
in this study tested use multiple regression analysis to test the effect of
independent variables on the dependent variable.*

*The research result shows that the performance has positive significant affect the
market value of football players, ages has positive significant effect to the market
value of football players, incoming transfer fee has positive significant effect to
the market value of football players and the salary has positive significant effect
to the market value of football players. The conclusion of this study is the
performance, age, transfer fee and salary can be used to base appraisals football
players in the market value*

Keywords :performance, transfer fee, market value, football.