

ABSTRACT

The Influence of Players Investments On The Economic Benefits Of Today And The Future Of European Football Clubs

By

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This study aims to provide empirical evidence about the effect of player contract investment on the present and future economic benefits of European football clubs. Data in this study obtained from the club's official website. The population in this study is 78 clubs in Europe. Based on the purposive sampling method, the samples obtained were 40 clubs. The hypothesis in this study was tested using multiple regression analysis to test the effect of independent variables on the dependent variable. The results showed that investment has a positive effect on revenue, earnings before tax and operating cash flow in the present and future economic benefits. This study concludes that overall player contract investment influences present and future economic benefits.

Key words: football, player contracts, economic benefits, revenue, earnings before tax, operating cash flow

ABSTRAK

PENGARUH INVESTASI KONTRAK PEMAIN TERHADAP MANFAAT EKONOMI MASA KINI DAN MASA DEPAN KLUB SEPAKBOLA EROPA

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Penelitian ini bertujuan untuk memberikan bukti empiris tentang pengaruh investasi kontrak pemain terhadap manfaat ekonomi masa kini dan masa depan klub sepakbola Eropa. Data diperoleh dari situs resmi klub. Populasi pada penelitian ini adalah 78 klub yang ada di Eropa. Berdasarkan metode *purposive sampling*, sampel yang diperoleh sebanyak 40 klub. Hipotesis dalam penelitian ini diuji menggunakan analisis regresi berganda untuk menguji pengaruh variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa investasi berpengaruh positif terhadap *revenue*, *earning before tax* dan *operating cash flow* dalam manfaat ekonomi masa kini dan masa depan. Kesimpulan pada penelitian ini adalah bahwa investasi kontrak pemain secara keseluruhan memiliki pengaruh terhadap manfaat ekonomi masa kini dan masa depan.

Kata kunci: sepakbola, kontrak pemain, manfaat ekonomi, *revenue*, *earning before tax*, *operating cash flow*.