

## **ABSTRACT**

### **ANALYSIS THE EFFECT OF SPORTS PERFORMANCE AND FINANCIAL PERFORMANCE ON STOCK PRICES OF EUROPEAN FOOTBALL CLUBS LISTED IN STOXX EUROPE FOOTBALL SEASON 2016/2017 - 2020/2021**

*By*

**HENDRI PRAYOGA**

*The purpose of this study was to determine the effect of sports performance and financial performance on stock prices of football clubs listed on the Stoxx Europe Football Season 2016/2017 - 2020/2021. This study uses quantitative methods with secondary data. The research sample was determined using purposive sampling in order to obtain 20 football clubs with a total sample of 100 research samples. Analysis of data testing was carried out using the statistical tool of the IBM SPSS Statistics 26 program. Based on empirical test results showed that sports performance had a positive and significant effect on the stock price of football clubs. The liquidity ratio with the Current Ratio indicator has a positive and significant effect on the stock price of football clubs. The solvency ratio with the Debt to Asset Ratio proxy shows a negative and significant effect on the stock price of football clubs. However, the profitability ratio with the Return On Asset indicator has no effect on the soccer club's stock price.*

*Keywords: Stock Prices, Sports Performance, Financial Performance, Financial Ratio.*

## **ABSTRAK**

### **ANALISIS PENGARUH KINERJA OLAHRAGA DAN KINERJA KEUANGAN TERHADAP HARGA SAHAM KLUB SEPAK BOLA EUROPA YANG TERDAFTAR DI STOXX EUROPE FOOTBALL MUSIM 2016/2017 - 2020/2021**

**Oleh**

**HENDRI PRAYOGA**

Tujuan penelitian ini adalah untuk mengetahui pengaruh kinerja olahraga dan kinerja keuangan terhadap harga saham klub sepak bola yang terdaftar di Stox Europe Football Musim 2016/2017 - 2020/2021. Penelitian ini menggunakan metode kuantitatif dengan data sekunder. Sampel penelitian ditentukan menggunakan *purposive sampling* sehingga diperoleh 20 klub sepak bola dengan jumlah sampel sebanyak 100 sampel penelitian. Analisis pengujian data dilakukan dengan menggunakan alat statistik program IBM SPSS Statistics 26. Berdasarkan pengujian hasil empiris menunjukkan bahwa kinerja olahraga berpengaruh positif dan signifikan terhadap harga saham klub sepakbola. Rasio likuiditas dengan indikator *Current Ratio* berpengaruh positif dan signifikan terhadap harga saham klub sepak bola. Rasio solvabilitas dengan proksi *Debt to Asset Ratio* menunjukkan pengaruh yang negatif dan signifikan terhadap harga saham klub sepak bola. Namun rasio profitabilitas dengan indikator *Return On Asset* tidak berpengaruh terhadap harga saham klub sepak bola.

Kata kunci: Harga Saham, Kinerja Olahraga, Kinerja Keuangan, Rasio Keuangan.