

## **ABSTRAK**

### **PENGARUH PERFORMANCE, UMUR, DAN BIAYA TRANSFER TERHADAP MARKET VALUE PEMAIN SEPAKBOLA PROFESIONAL (STUDI EMPIRIS PADA KLUB SEPAKBOLA DI EROPA MUSIM KOMPETISI 2021/2022 )**

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Penelitian ini bertujuan untuk memberikan bukti empiris mengenai pengaruh *performance*, umur dan biaya transfer terhadap *market value* pemain sepakbola profesional. Data tentang *performance* pemain sepakbola diperoleh melalui situs yang mengukur statistik resmi pemain sepakbola yaitu *whoscored.com*. Sementara, untuk data mengenai umur, biaya transfer dan *market value* pemain sepakbola diperoleh melalui situs *transfermarkt.com*. Populasi pada penelitian ini merupakan pemain sepakbola yang membela klub yang berkompetisi pada 5 liga terbaik di Eropa. Penentuan sampel menggunakan metode *purposive sampling*, jumlah sampel diperoleh sebanyak 375 pemain sepakbola profesional dari 25 klub. Pengujian hipotesis dalam penelitian ini menggunakan analisis regresi berganda untuk mengetahui hubungan variabel independen dalam mempengaruhi variabel dependen. Hasil penelitian menunjukkan bahwa *performance* berpengaruh positif signifikan terhadap *market value* pemain sepakbola profesional, umur berpengaruh negatif signifikan terhadap *market value* pemain sepakbola profesional, dan biaya transfer berpengaruh positif signifikan terhadap *market value* pemain sepakbola profesional. Kesimpulan dari penelitian ini adalah bahwa *performance*, umur dan biaya transfer dapat digunakan untuk mendasari penaksiran harga pemain sepakbola di bursa transfer.

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

## **ABSTRACT**

### **THE INFLUENCE OF PERFORMANCE, AGE, AND TRANSFER COSTS ON THE MARKET VALUE OF PROFESSIONAL FOOTBALL PLAYERS (EMPIRICAL STUDY OF FOOTBALL CLUB IN EUROPEAN 2021/2022 COMPETITION SEASON)**

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*This study aims to provide empirical evidence regarding the effect of performance, age and transfer fees on the market value of professional soccer players. Data on the performance of soccer players is obtained through a site that measures official statistics on soccer players, namely whoscored.com. Meanwhile, data regarding age, transfer fees and market value of football players were obtained through the transfermarkt.com site. The population in this study are football players who play for clubs that compete in the 5 best leagues in Europe. Determination of the sample using purposive sampling method, the number of samples obtained as many as 375 professional football players from 25 clubs. Testing the hypothesis in this study uses multiple regression analysis to determine the relationship of the independent variables in influencing the dependent variable. The results showed that performance had a significant positive effect on the market value of professional soccer players, age had a significant negative effect on the market value of professional soccer players, and transfer fees had a significant positive effect on the market value of professional soccer players. The conclusion of this study is that performance, age and transfer fees can be used to base the price estimation of football players in the transfer market.*

*Keywords: performance, transfer fees, market value, football.*