

Abstract

THE EFFECT OF PERFORMANCE, AGE, AND COST OF INPUTS ON THE MARKET VALUE PROFESSIONAL SOCCER PLAYERS

by:

Shalahuddin Muhammad

This study aims to provide empirical evidence about the influence of performance, longevity, and cost of transfer to the market value of a professional soccer player. Data obtained from the official website which includes the price of a football player in the transfer market in the European leagues are transfermarkt.co.id and foxsport.com.

The research data was collected from 60 players from the four best clubs in the Spanish league in the 2014/2015 season. Each club had 15 players with the most minutes played on the season. The hypothesis in this study were tested using multiple regression analysis to test the effect of independent variables on the dependent variable.

The results showed that performance was significantly positive effect on the market value of football players, ages positive significant effect on the market value of football players, and incoming transfer fee positive significant effect on the market value of a player. The conclusion from this study is that the performance, lifespan, the transfer fee and the cost of inputs can be used to estimate the price of a football player in the transfer market.

Keywords: performance, cost of transfer, market value, market value, performance, age, football

PENGARUH *PERFORMANCE*, UMUR, DAN *COST OF INPUTS* TERHADAP *MARKET VALUE* PEMAIN SEPAKBOLA PROFESIONAL

Oleh :

Shalahuddin Muhammad

Penelitian ini bertujuan untuk memberikan bukti empiris tentang pengaruh *performance*, umur, dan biaya transfer 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.id* dan *foxsport.com*

Data penelitian ini di ambil dari 60 orang pemain dari 4 klub terbaik di Liga Spanyol pada musim 2014/2015. Masing-masing klub menyumbang 15 orang pemain dengan menit main paling banyak pada musim tersebut. Hipotesis dalam penelitian ini diuji dengan menggunakan analisis regresi berganda untuk menguji pengaruh variabel independen terhadap variabel dependen.

Hasil penelitian menunjukkan bahwa *performance* berpengaruh secara signifikan positif terhadap *market value* pemain sepakbola, umur berpengaruh signifikan positif terhadap *market value* pemain sepakbola, dan biaya transfer masuk berpengaruh signifikan positif terhadap *market value* pemain. Kesimpulan dari penelitian ini adalah bahwa *performance*, umur, biaya transfer dan *cost of input* dapat digunakan untuk menaksir harga pemain sepakbola di bursa transfer.

Kata kunci : *performance*, biaya transfer, *market value*, nilai pasar, kinerja, umur, sepakbola