THE INFLUENCE OF PERFORMANCE, SALARY, AND TRANSFER FEE TOWARDS THE MARKET VALUE OF PROFESSIONAL FOOTBALL PLAYERS AND NATIONALITY AS THE MODERATOR

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THE INFLUENCE OF PERFORMANCE, SALARY, AND TRANSFER FEE TOWARDS THE MARKET VALUE OF PROFESSIONAL FOOTBALL PLAYERS AND NATIONALITY AS THE MODERATOR

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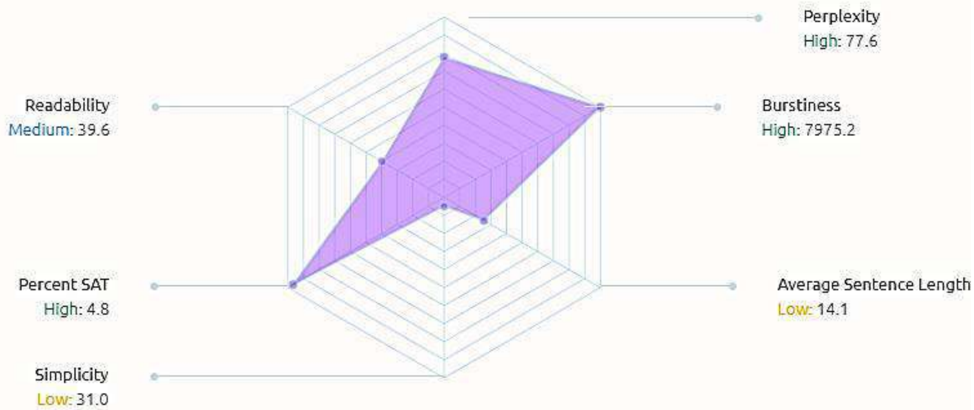

These measurements have been normalized on a scale of 1–100 for display on this chart.

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ABSTRACT

This study aims to provide empirical evidence about the influence of performance, salary, and transfer fee on the market value of a professional football player, with nationality as the moderating variable. Information gathered from the official websites of transfermarkt.co.id, whoscored.com, and capology.com displays the performance, salary, transfer fee, market value, and nationality of professional football players in the transfer market in the European league. Sampling using the purposive sampling method resulting 540 professional football players from the 35 picked football clubs with an observation period during the 2022/2023 season. Moderated Regression Analysis (MRA) is used as an analysis model in this study and uses EViews software. The empirical results showed that performance significantly affected the market value of professional football players, salary significantly affected the market value of professional football players, and transfer fees significantly affected the market value of professional football players. However, it was observed that nationality weakens all of the relationships between the independent variables on market value.