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## Pengaruh Usia, Sisa Kontrak dan Biaya Transfer terhadap Nilai Pasar Pemain Sepakbola di *English Premier League* Musim Kompetisi 2024/2025

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**Abstract:** *This study aims to analyze the influence of age, contract duration, and transfer fees on the market value of football players in the English Premier League (EPL) during the 2024/2025 season. The increasing economic value of players highlights the significance of human asset management in modern football. A quantitative causal design with multiple linear regression analysis was applied to examine the relationships among the independent variables (age, contract duration, and transfer fees) and the dependent variable (players' market value). Secondary data were collected from Transfermarkt, covering 300 active players across 20 EPL clubs. The results indicate that age has a significant negative effect on market value, while contract duration and transfer fees have significant positive effects. These findings suggest that older players experience a decline in market value, whereas longer contracts and higher transfer fees enhance market perception and economic stability. This study contributes to the literature on intangible asset accounting and sports economics by providing empirical evidence of player value determinants and offers practical insights for club management in investment strategies, contract negotiations, and sustainable human asset valuation.*

**Keywords:** *Age, Contract Duration, English Premier League, Player Market Value, Transfer Fee*

**Abstrak:** Riset ini bertujuan untuk menganalisis pengaruh usia, sisa kontrak, dan biaya transfer terhadap nilai pasar pemain sepak bola di *English Premier League* (EPL) musim 2024/2025. Fenomena kenaikan nilai ekonomi pemain mencerminkan pentingnya pengelolaan aset manusia dalam industri sepak bola modern. Riset ini mengaplikasikan pendekatan kuantitatif dengan desain kausalitas dan analisis regresi linier berganda untuk menilai hubungan antara variabel independen (usia, sisa kontrak, dan biaya transfer) terhadap variabel dependen (nilai pasar pemain). Data sekunder diperoleh dari situs *Transfermarkt* dan mencakup 300 pemain aktif dari 20 klub EPL. Hasil riset memperlihatkan bahwasanya usia berpengaruh negatif signifikan terhadap nilai pasar pemain, sedangkan sisa kontrak dan biaya transfer berpengaruh positif signifikan. Temuan ini memperlihatkan bahwasanya semakin tua usia pemain, nilai