ABSTRACT

This study examines the relationship between Market Value of Professional Football Players in Indonesia and the factors that background them to reach that certain value on football field. This study has dependent variables of Market Value, and the Independent Variables namely, Age, Player Position, Score Club, Total Goals, Total Assists, Total League Cup, Total Subtitutes, and Total Own Goals. This study uses secondary data from *Transfermarkt.com* of Indonesian BRI Liga 1 in recap of 3 season on 2021-2024. The findings of this study proves that there are relationships between Age, Player Position, Score Club, Total Goals, Total Assists, Total League Cup, Total Subtitutes, and Total Own Goals to the Market Value of Indonesian League Players.

Keyword: *Market Value, Professional Football Player, BRI Liga 1, Multiple Linear Regression*