

ABSTRACT

Since 2012, Indonesian football club should finance their participation in the Indonesian league at his own cost or without support from local government budget (*APBD*). Clubs are trying to be able to participate in Indonesian football league by rely on funds from sponsors, TV rights and merchandise sales which makes the club into a business enterprise and into the private sector. As a company, a football club must be as efficient as possible to be able to develop and perform as part of the sports industry. Inefficient football club would lead to potential obstacle in the development of the football industry in Indonesia itself. This research aims to identify and analyze the value of technical efficiency in Indonesian football club that can provide advice and policy so the inefficient football club can be efficient in order to develop the club either as a sport or as an industry.

This research uses Data Envelopment Analysis (DEA). There are 15 clubs participants in Indonesia Super League (ISL) season 2011/2012 and 2012/2013 which be used as a research samples. Input variables used are the number of goals and the population of the city, while the output variables used are the number of points and the number of direct spectators. From result of efficiency analysis, 15 participants ISL clubs in the season 2011/2012 shows that there are 6 of 15 clubs ISL efficient with an average efficiency of 0.925 and for the season 2012/2013 there are 9 of 15 clubs ISL efficient also with average efficiency of 0.925. The inefficient clubs could adjust the input and output with the results of the analysis by considering the clubs which have efficient result and used them as reference so that the inefficient clubs can be more efficient.

Keywords: Clubs, Football, ISL, efficiency, DEA