ABSTRACT

Capital Market Reaction: The Effect of Match Performance on Football Club Stock Prices
(A Case Study of Bali United FC in the Indonesian League Competition 2019-2025)

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This study aims to analyze how the capital market responds to match results and match location in relation to stock price movements of football club, with a case study on Bali United FC, a publicly listed club on the Indonesia Stock Exchange. This research is grounded in the theoritical frameworks of behavioral finance and signaling theory, which suggest that non-financial such as match performance may influence investor behavior. The independent variables consist of match results (X_1), measured by goal margin, and match location (X_2), represented by dummy variable (home = 1, away = 0). The dependent variable is the stock prices (Y) of Bali United FC, based on the closing price on the trading day following the match (H+1). This study adopts a quantitative approach using panel data regression. The results show that match results and match location simultaneously have a significant effect on stock price. Partially, only the match result has a positive and significant impact, while match location has no significant effect. These findings support signaling theory and behavioral finance, where a team's victory can trigger a positive reaction from the market. On the other hand, match location, despite being publicly known in advance, does not appear strong enough to stimulate market response.

Keywords: capital market, match performance, stock price, football, behavioral finance