

**THE INFLUENCE OF DESTINATION SOCIAL RESPONSIBILITY,
DESTINATION FAMILIARITY, AND EMPATHY ON PRO-
ENVIRONMENTAL BEHAVIOR
(STUDY: PADANG BEACH DESTINATION)**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in
Undergraduate Study Program Department of Management Faculty of Economics
and Business Andalas University



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The Influence of Destination Social Responsibility, Destination Familiarity, And Empathy On Pro-Environmental Behavior
(Study: Padang Beach Destination)
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ABSTRACT

This research aims to analyze the influence of destination social responsibility, destination familiarity and empathy on pro-environmental behavior. The sample of this research is a people who domiciled outside West Sumatran who already visited padang beach destination, with a total of 200 samples. The sampling technique of this research uses purposive sampling (non-probability sampling) using primary data with a 5-point Likert scale. Data processing in this research was carried out using Microsoft Office Excel and SmartPLS software version 4.0. The results of this research show that Destination Social Responsibility has not positive and not significant influence on Pro-Environmental Behavior, Destination Familiarity has positive but not significant influence on Pro-Environmental Behavior, and Empathy has positive and significant influence on Pro-Environmental Behavior.

Keywords: *Destination Social Responsibility, Destination Familiarity, Empathy, Pro-Environmental Behavior, Padang Beach Destination.*

This thesis is already examined and passed on August 25th 2023. This abstract has been approved by supervisor and examiner

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