

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### 5.1 Research Conclusion

In this research, the researcher uses 4 variables, which are destination social responsibility, destination familiarity and empathy as an independent variables and pro-environmental behavior as an dependent variable. The object of this research is padang beach destination. This research uses primary data obtained by distributing offline questionnaires directly using Google Form to respondents. In this research, there are four hypothesis development. Based on the data processing that has been conducted, the researcher obtains results that can be concluded as follows.

1. Destination Social Responsibility has not positive and significant influence on pro-environmental behavior. This show and proves that if destination social responsibility is increased, it will have a low effect on increasing pro-environemntal behavior in padang beach destination.
2. Destination Familiarity has positive but not significant influence on pro-environmental behavior. This show and proves that if destination familirity is increased, it will have a low effect on increasing pro-environmental behavior in padang beach destination.
3. Empathy has a positive and significant influence on pro-environmental behavior. This show and proves that if empathy increases, this will have a high effect on increasing pro-environmental behavior in padang beach destination.

## 5.2 Research Implication

This research obtained many findings that can have important implications for attitude behavior of visitors about pro-environmental behavior in padang beach destination and also for organization of padang beach destination can increase attitude of pro-environmental behavior.

1. Based on finding this research, it is known that the destination social responsibility variable has not positive and significant effect on the pro-environmental behavior variable. For visitors, obtaining information can increase visitor interest in protecting the environment, which is in the form of information related to caring about the environment. For tourism organization, there is a need to develop information that visitors can get about protecting the environment. Meanwhile, the indicator statement that “I think that the organization of beach tourism reduces the consumption of natural resources” has the lowest average which indicates that the padang destination beach organization does not reduce the consumption of natural resources.
2. Based on finding this research, it is known that the destination familiarity variable has a positive but not significant effect on the pro-environmental behavior variable. For visitors who are familiar with padang beach destination information, it can increase visitors' interest in protecting the environment, which is in the form of information related to caring about the environment. For tourism organization, there is a need to develop information that visitors can get about the

beach padang beach destination. Meanwhile, the indicator statement that “compared to the average person, I am very familiar with beach destinations” has the lowest average which indicates that visitors are less familiar with the beach destination than the average person.

3. Based on finding this research, it is known that the empathy variable has a positive and significant influence on the pro-environmental behavior variable. For visitors who feel happy when they see other people enjoying the environment without disturbing living things, it can increase visitors' interest in protecting the environment on the beach of Padang Beach destination. For tourism organizations, it is necessary to care for living things at the beach destination to make visitors feel happy when visiting the beach destination. Whereas the indicator statement that "when the natural landscape disappears due to human activities, I try to understand reasoned" has the lowest average which shows that visitors do not understand the person who caused the natural landscape in padang beach destination to disappear.

### **5.3 Research Limitation**

Based on this research, the researcher realizes that the results of this research are not perfect and there are several limitations in conducting this research. Therefore, the researcher expects that all these limitations can be more considered for future research. The limitations of this research are as follows.

1. This research only examines the influence of destination social responsibility, destination familiarity and empathy on pro-environmental behavior so that the researcher does not investigate other variables that are also able to influence pro-environmental behavior.
2. This research was only conducted on people who domiciled outside west sumatera.
3. This research only uses the object at padang beach destination.
4. This research only uses quantitative data obtained from offline questionnaires filled out by respondents with using Google Form, so the sample in this research is limited to 200 samples.

#### **5.4 Research Recommendation**

Based on the research limitations, the researcher added several recommendations to be used as a references or comparisons for conducting further research. The recommendations of this research are as follows.

1. The researcher suggests further research to use other variables to measure pro-environmental behavior of other destination.
2. The researcher suggests further research to expand the target respondents and the scope of the area where the research will be conducted.
3. The researcher suggests further research to use other research object, such as other destination that have potential.

4. The researcher suggests further research to expand the number of samples to be used.