A Study on Guidelines for Developing a Thai Website for Public Relations at the College of Logistics and Supply Chain

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Abstract

This study adopts a survey research model, involving 227 participants, to evaluate user experiences with a Thai website designed for public relations at the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The research aims to establish guidelines for improving the website by examining five key aspects: structure, usage, messaging, use of colors, and information.

The findings reveal that the overall satisfaction level among respondents was rated as medium, with 68.10% agreement ($\overline{X}$ = 3.41, S.D. = 0.52). When examining individual aspects, the structure of the website received a medium satisfaction level, with 66.28% agreement ($\overline{X}$ = 3.31, S.D. = 0.48). The usability aspect was also rated medium, with 68.42% agreement ($\overline{X}$ = 3.43, S.D. = 0.51). Messaging scored similarly, with medium satisfaction at 66.61% agreement ($\overline{X}$ = 3.33, S.D. = 0.57). The use of colors achieved a medium satisfaction level as well, with 68.40% agreement ($\overline{X}$ = 3.42, S.D. = 0.55). Notably, the information provided on the website stood out with a high satisfaction level, garnering 70.75% agreement ($\overline{X}$ = 3.55, S.D. = 0.49).

These results suggest that while the informational content of the website is well-received, improvements are needed in the areas of structure, usability, messaging, and color design to enhance the overall user experience and effectiveness of the website.

Keywords: Website Development, Research Guidelines.

1. Introduction

The internet allows users to access information from various departments via the agency's website, making it a vital tool for public relations. As an open, 24/7 network, the internet enables users to access diverse content such as text, images, and audio at any time. Website development styles and content vary widely, and several factors contribute to a smooth production process. For instance, modern website design tools are affordable, user-friendly, and equipped with features that simplify the creation process.

Website development plays a crucial role in attracting and retaining users. A well-designed website integrates pages seamlessly, presenting information in an accessible and navigable manner to enhance the user experience.

This study analyzed user satisfaction with the Thai-language public relations website of the College of Logistics and Supply Chain at Suan Sunandha Rajabhat University. Data was collected through user questionnaires to identify areas for improvement. As a result, the website was enhanced to serve as a central hub for accurate and up-to-date logistics and supply chain information. A Content Management System (CMS) was selected as the primary development tool, ensuring efficient management and customization (Yangpraseep, 2000).

Pimonratanakan et al. (2022) explore how employee communication skills enhance sustainable export performance by improving collaboration and adaptability in supply chain management. The study emphasizes the importance of communication training to achieve operational efficiency and sustainability goals.

A website can be defined as a collection of interconnected web pages that provide information, products, or services, often supplemented by multimedia files, scripts, and downloadable data (Kiengkham, 2006; Chuechan, 2000; Amnuaysilp, 1999). Website design encompasses two critical aspects. The first is Good Structure Design (Sitemap Design), which serves as the website's blueprint, outlining its structure and content hierarchy. A well-organized sitemap helps users navigate the site systematically, ensuring they can locate information without confusion. The second aspect is Website Interface Design, which focuses on enhancing usability by organizing content intuitively and presenting a clear, engaging visual layout (Nanthawatchawibun, 2002; Namchai, 2005).

By implementing these principles, the redesigned Thai-language website for the College of Logistics and Supply Chain effectively addresses user needs and ensures a positive browsing experience.
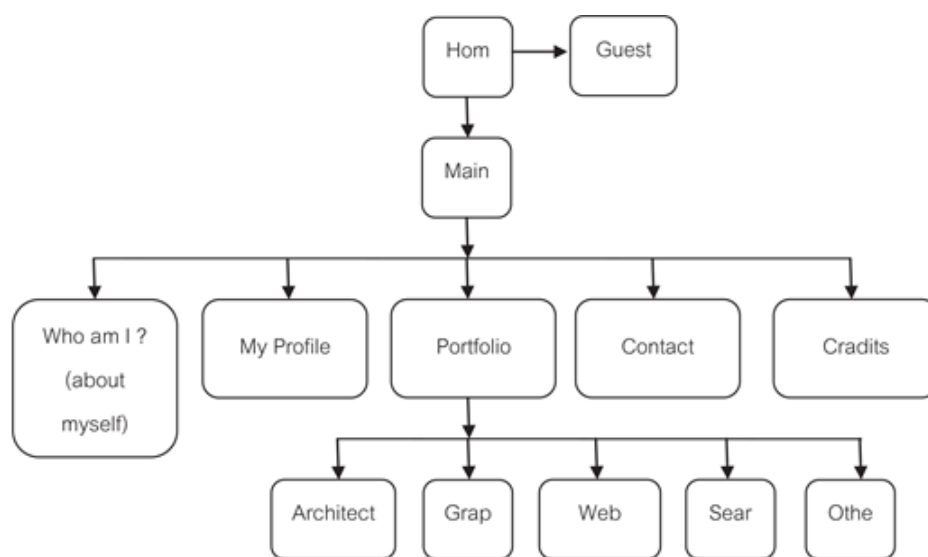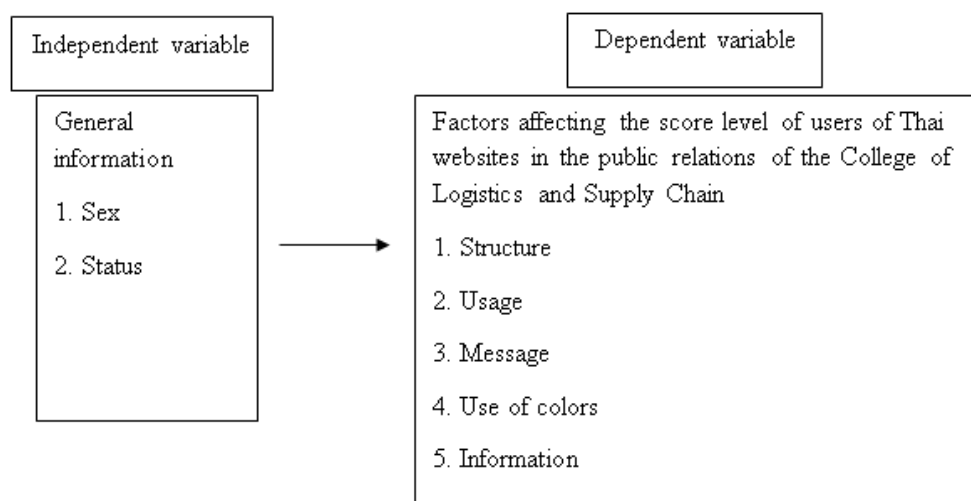
Figure 1: Sitemap Example

Figure 2. Conceptual Framework

1.1 Objectives

1. To assess the performance and user satisfaction of the Thai-language public relations website for the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, based on service quality ratings.

2. To enhance the efficiency and functionality of the Thai-language public relations website for the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

2. Methods

This research targeted a population comprising students from the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, as well as general users, including external participants. A total of 227 individuals participated in the study, conducted between October 2024 and August 2025. The sample group consisted of 220 students and 7 general users.

Data collection was conducted using an online questionnaire, which was made available on the Thai-language public relations website of the College of Logistics and Supply Chain and distributed via email to the sample group. All 227 participants completed the questionnaire, providing comprehensive feedback.

Data analysis was carried out in three main steps:

Data Processing: Analyzed using computer software to ensure accuracy.

Descriptive Statistics: Used to evaluate general sample data, including frequency and percentage.

Questionnaire Analysis: Descriptive statistics, such as mean scores ($\overline{X}$) and standard deviations (S.D.), were used to interpret responses.

The following criteria were applied to interpret the quality assurance scores:

Mean 4.50 - 5.00: Highest
Mean 3.50 - 4.49: High
Mean 2.50 - 3.49: Medium
Mean 1.50 - 2.49: Low
Mean 1.00 - 1.49: Lowest

3. Results

Based on the study, "Guidelines for Developing a Thai Website for Public Relations at the College of Logistics and Supply Chain," the following results were obtained:

Table 1. General information of respondents

General information	Number (person)	Percent
Sex		
male	90	40
female	137	60
Total	**227**	**100**
Status		
College of Logistics students	220	97
General users, including outsiders	7	3
Total	**227**	**100**

Based on Table 1, an analysis of the personal information of the 227 respondents revealed the following:

Most respondents were female, totaling 137 individuals (60%), while male respondents accounted for 90 individuals (40%).

In terms of user categories: Students at the College of Logistics and Supply Chain made up the largest group, with 220 participants (97%). General users, including external participants, comprised 7 individuals (3%).

Table 2. Level assessment results

(n=227)

Questionnaire for satisfaction assessment form	percent	S.D.	average	meaning
Structure				
1. Arranged in order	68.19	0.53	3.41	medium
2. The layout of the College of Logistics website is easy to find.	64.49	0.44	3.22	medium

3. Show the uniqueness of the Logistics College website.	66.17	0.46	3.31	medium
Average	**66.28**	**0.48**	**3.31**	**medium**
Usage				
1. The menus are easily accessible and the terminology used is clear.	66.52	0.47	3.33	medium
2. The menu is clearly visible and easy to use.	70.31	0.55	3.52	high
Average	**68.42**	**0.51**	**3.43**	**medium**
Message				
1. Clear, easy to read, and the font color matches the color of the background.	66.34	0.52	3.32	medium
2. Amount of text on each page.	66.17	0.56	3.31	medium
3. The format of the text is appropriate for each website page.	67.31	0.62	3.37	medium
Average	**66.61**	**0.57**	**3.33**	**medium**
Use of colors				
1. The colors used to convey meaning match the content.	70.48	0.50	3.52	high
2. The colors used make it easy to read.	68.63	0.68	3.43	medium
3. The colors used on the website correspond to The College of Logistics.	66.08	0.46	3.30	medium
Average	**68.40**	**0.55**	**3.42**	**medium**
Information				
1. Easy access to information	68.90	0.50	3.44	medium
2. The topic of information is clear and easy to understand.	72.60	0.48	3.63	high
Average	**70.75**	**0.49**	**3.55**	**high**
Total average	**68.10**	**0.52**	**3.41**	**medium**

4.50 – 5.00 = highest, 3.50 – 4.49 = high, 2.50–3.49 = medium, 1.50–2.49 = low, 1.00–1.49 = lowest

From Table 2, the results of the evaluation of the scores of users of the thai language website for public relations of the College of Logistics. From a sample of 227 respondents, it was found that the overall score was at a medium level of 68.10 percent ($\overline{X}$ = 3.41, S.D. = 0.52). If considering each topic, it was found that the sample group had a score of

    1. structure the overall level medium 66.28 % ($\overline{X}$ = 3.31, S.D. = 0.48)
    2. Usage the overall level medium 68.42 % ($\overline{X}$ = 3.43, S.D. = 0.51)

3. Message the overall level medium 66.61 % ($\overline{X}$ = 3.33, S.D. = 0.57)
4. Use of colors the overall level medium 68.40 % ($\overline{X}$ = 3.42, S.D. = 0.55)
5. Information the overall level high 70.75 % ($\overline{X}$ = 3.55, S.D. = 0.49)

4. Conclusion

This study focused on identifying guidelines for improving the Thai-language public relations website for the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The research assessed five key aspects: 1) Website Structure, 2) Usability, 3) Messaging, 4) Color Scheme, and 5) Information Quality, aiming to enhance the website's functionality and effectiveness.

The sample group, selected using the simple random sampling method, was divided into two categories: 1) Students of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, and 2) General Users, including external participants.

The survey results and collected data revealed that overall user satisfaction with the website was rated as moderate across all five dimensions. These findings underscore the need for improvements in structure, usability, messaging, visual elements, and the quality of information to better serve the target audience and achieve the website's public relations objectives.

5. Acknowledgment

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