

A STUDY OF GUIDELINES FOR WEBSITE DEVELOPMENT IN PUBLIC RELATIONS OF THE COLLEGE OF LOGISTICS AND SUPPLYCHAIN.

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ABSTRACT

This research uses a survey research model of 105 respondents. The user satisfaction questionnaire was used for studying of Guidelines for Website Development in Public Relations of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University on 5 factors; 1) website design 2. system led the way 3) Fonts and formatting 4) Use of colors on websites and 5) access to information on the website.

Research shows that users of website logistics and supplychain from sampling group respondents of 105 had the overall satisfaction at high level as 88.5% ($\bar{x} = 4.43$, S.D. = 0.83) The details are:

1. website design overall level of the highest 92.19 % ($\bar{x} = 4.61$, S.D. = 0.69)
2. system led the way the overall level high 87.81 % ($\bar{x} = 4.39$, S.D. = 0.86)
3. Fonts and formatting the overall level high 87.43 % ($\bar{x} = 4.37$, S.D. = 0.87)
4. Use of colors on websites the overall level high 87.37 % ($\bar{x} = 4.37$, S.D. = 0.87)
5. access to information on the website overall level high 87.71 % ($\bar{x} = 4.39$, S.D. = 0.86)

Keyword: Website Development, Satisfaction, Research guidelines

INTRODUCTION

The internet users can access information of various departments by accessing the agency's website. Therefore, the website has become an important medium for public relations. Since the internet is an open network and can be connected for connect 24 hours, therefore, users are able to access information consisting of text, images and sounds at anytime. Different styles and content website development occur in a variety of ways. There are many factors that make the production process hassle-free, for example, programs used for designing websites have tool. That are easy to use and are not expensive. Website development is an important element in making most users decide to visit or leave the website. This is because it combines or links all website pages and presents the information. That easy for entire users to continue browsing the website

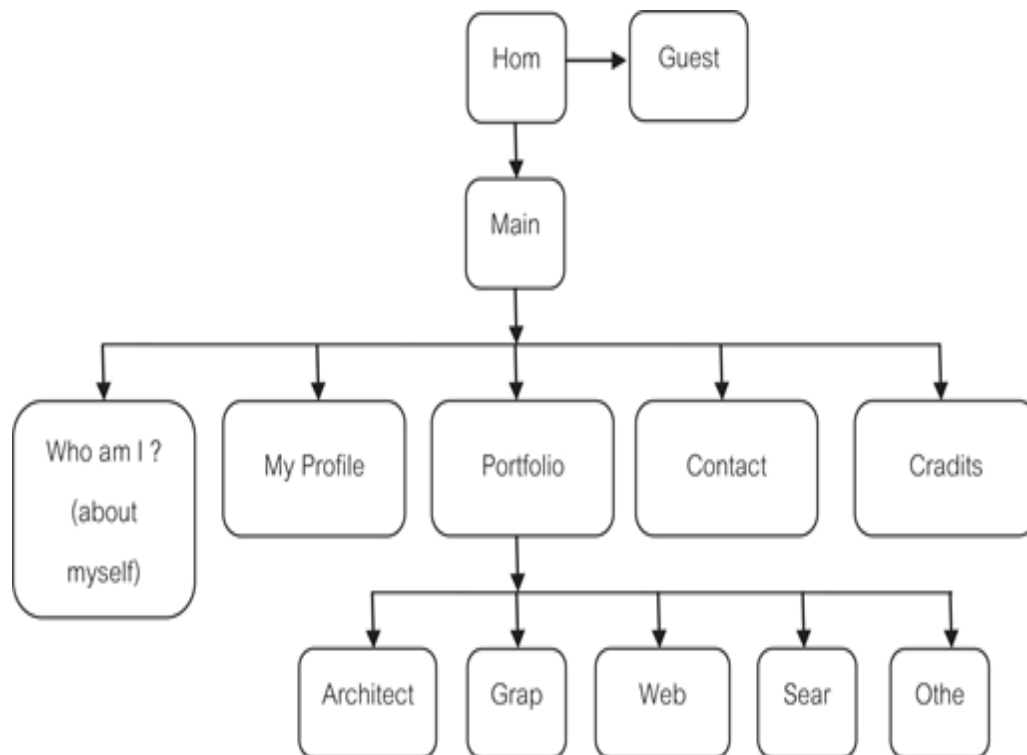
The researchers studied the guidelines of website development for public relations, College of Logistics and Supply Chain Suan Sunandha Rajabhat University by using the website satisfaction questionnaires and gathering information from people who use the website. The website of the College of Logistics and Supply Chain is a modern and accurate data center for the College of Logistics and Supply Chain by choosing to use a website development tool called Content Management System or CMS and online questionnaires to

study the guidelines for the development of public relations websites and know the satisfaction of service from the website (Anuch,2018).

Thawiphong Chintana Kham (1998) gave the definition of satisfaction as it is a person's inclination towards something which can reduce tension and meet the needs of people, resulting in satisfaction with that

Duangporn Kiengkham (2006) said that a website refers to a group of related webpages, such as webpage groups that provide background information, including products and services for the company, other within the website, in addition to webpage files or HTML files. There are other types of files that are needed for creating webpages such as images, multimedia, program files languages, scripts and data files for downloading.

Sorachai Nanthawatchawibun (2002) wrote in the book (BE GRAPHIC) that Website design has 2 main factors which are 1. Good structure design (Or good sitemap design) A sitemap is a site content plan. It is the structure of the layout of the webpage. The entire site map is like a map, so you can see the entire structure of the website. Links will remind you where we are so you do not get lost or do not forget links or links to webpages. In each page, site map is systematic thinking, with steps from the main to the subsection or top to bottom (Thinking from top to bottom) as show in the diagram. Having a good website design (Website Interface Design)



Sitemap example

OBJECTIVE

1. To develop a website for public relations of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University to be more efficient.
2. To study the public relations satisfaction of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University.

METHODOLOGY

Population and sample groups

The population of this research were the

Students of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University and general users who accessed the website between September 2017 to May 2018.

The sample group were

1. Students of the College of Logistics and Supply Chain Suan Sunandha Rajabhat University 97 people, and

2. General users 8 people.

Who accessed the website between September 2017 to May 2018.

The research tools

The research tools

Collect data from a sample group that accessed the College of Logistics and Supply Chain website. The data consisting of students and general users with the public relations satisfaction of the College of Logistics and Supply Chain. Public relations satisfaction tests of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University and online questionnaire link were placed on the website of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The link was sent to a sample group's emails of 105 responses.

Data analysis

The data analysis for this research is in the following steps.

1. Processing by using computer software.

2. General analysis of sample data using descriptive statistics such as frequency and percentage.

3. Analyze the logistic satisfaction questionnaire of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University with descriptive statistics such as mean score (\bar{x}) and standard deviation (S.D.).

By setting criteria for analysis to measure the satisfaction level of the sample Regarding quality assurance, set the points range as follows:

Mean 4.50 - 5.00 means highest satisfaction.

Mean 3.50 - 4.49 means high level of satisfaction.

Mean 2.50 - 3.49 means that the satisfaction is at a medium level.

Mean 1.50 - 2.49 means that satisfaction is low.

Mean 1.00 - 1.49 means satisfaction is at the lowest level.

RESULTS

From the study of “A Study of Guidelines for Website Development in Public Relations of the College of Logistics and Supply Chain” the followings are the results

Table 1. General information of sample respondents

general information	number (person)	percent
sex		
male	35	33.33
female	70	66.67
To include	105	100.00
Status		
College of Logistics students	97	92.38
General users, including outsiders	8	7.62
To include	105	100.00

From the table 1, Considering all the personal data of 105 respondents, which are sample group. It is found that most of the respondents were female, 70 or 67.67%, and with 35 males representing 33.33 percent. The sample were 97 students of the College of Logistics, accounting for 92.38 percent, and 8 of general users, accounted for 7.62 percent.

Table 2. Satisfaction assessment results

Questionnaire for satisfaction assessment form	percent	S.D.	average	meaning
(n=105)				
Website design				
1. Orderly	93.71	0.64	4.69	highest
2. The proportion of the College of Logistics website is easy to find.	91.62	0.66	4.58	highest
3. The identity of the College of Logistics website	92.24	0.77	4.56	highest
Average	92.19	0.69	4.61	highest
System led the way				
1. The menu is easy to understand and the words used are clear	86.86	0.84	4.34	high
2. The menu is positioned correctly and is ready for use.	88.76	0.88	4.44	high
Average	87.81	0.86	4.39	high

Fonts and formatting

1. Clear text, easy to read, and appropriate font color for the background color.	86.86	0.84	4.34	high
2. The density of text on each page of the website.	88.76	0.88	4.44	high
3. The arrangement of the text is appropriate on each website page.	86.67	0.90	4.33	high
Average	87.43	0.87	4.37	high

Use of colors on websites

1. The colors used in the meaning match the content.	86.29	0.87	4.31	high
2. The color used for easy reading.	88.76	0.88	4.44	high
3. The colors used on the website correspond to the College of Logistics.	87.05	0.85	4.35	high
Average	87.37	0.87	4.37	high

access to information on the website

1. Convenient format, easy access to information	86.67	0.84	4.33	high
2. Each topic can be accessed easily and clearly.	88.76	0.88	4.44	high
Average	87.71	0.86	4.39	high
Total average	88.50	0.83	4.43	high

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 result of the user satisfaction evaluation of the College of Logistics website from the sample of 105 respondents found that the overall picture is at a high level 88.50% ($\bar{x} = 4.43$, S.D. = 0.83) If considered by topic, it is found that the sample group is satisfied

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CONCLUSION AND FUTURE WORK

Research topic: Study of website development guidelines for public relations of College of Logistics and Supply Chain were studied user satisfaction questionnaire studying of Guidelines for Website Development in Public Relations of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University on 5 factors; 1) website design 2. system led the way 3) Fonts and formatting 4) Use of colors on websites 5) access to information on the website to develop the website of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The sample is divided into 2 groups which are 1. College of Logistics and Supply Chain students. Suan Sunandha Rajabhat University and 2. General users by simple sampling method.

Summary of survey responses and collected Data shows that users of the College of Logistics and Supply Chain website satisfaction. in the same way are high satisfaction.

Suggestion

- The structure of the website should be amended for important announcements or events that are prominent and easily observed. Organize the download menu for easy access, so that website users can use information efficiently.

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