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"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

21 March, 2022

The Development of a Restaurant Website in Surat Thani Province

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Abstract

The objective of this research was to study the development of restaurant reviews through websites and food choices of consumers in Surat Thani province. The result was found that the most of the food tends to be tasty and convenient which were able to respond to consumers in Surat Thani province as well. Service providers create outstanding and unique characteristics that attract the attention of consumers as well.

Keywords: website development, public relations

Introduction

Surat Thani province located in the east coast of the South, with a variety of terrain, both highlands mountain landscape including the coastal plains. There is an area covered in the Gulf of Thailand. Both sides of the sea area are famous for seafood such as oysters and many others. Most of the provincial restaurants offer seafood and interesting local dishes.



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Such geography has made Surat Thani province stand out in terms of food which is unique and can be used as a factor to attract tourists to travel to Surat Thani province. However, Surat Thani province lack of strategic plans to develop integrated creative tourism with sustainable food because the province only has a strategic plan for economic and social development (2017–2021), the researcher recognizes the need to create such a strategic plan as a guideline for the development of creative food tourism in the Southern region, and Sustainable development in Surat Thani province, Thailand. Nowadays, the most of people are turning to travel in the country more, they need to change the atmosphere to relieve stress or to socialize with family and friends which affects the consumption behavior of Thai people and results in the restaurant business growing at a good level and growing continuously. Surat Thani is one of the provinces that are very much interested in tourists. Some tourists who travel to have a break or eat at a delicious restaurant, but there is no information about that restaurant. Sometimes tourists may randomly come across a shop that they don't like, causing the tourism to be disrupted because it is an unfamiliar area. This raises the question of which store to go to. Nowadays, restaurant businesses have more choices as the city progresses and consumers tend to receive information through the website. This will make it more convenient and easy to find outstanding restaurants. That's why most people pay attention to restaurant websites as their primary search engine as a guideline for decision making when choosing to eat out. The importance of the problem currently, some restaurants are not known to certain groups of people and interested tourists. This has resulted in the development of a restaurant public relations website for tourists to receive information, various reviews and easy to find restaurants, and it is a convenient channel. Website help to support tourists communicating with restaurants and help to promote the restaurant to be more widely known.

Research objectives

1. To study the need for knowledge about public relations of restaurants in Surat Thani province through the website.
2. To develop a website to publicize restaurants in Surat Thani province.



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3. To assess consumer satisfaction towards restaurants in Surat Thani province.

Scope of study

In this research, the researcher has defined the research scope as follows:

1. Research samples

Research samples were population who are tourists and people in the province.

2. Scope of research

Research studies are survey research by using questionnaires to collect data for research.

Research results

The results were found that the most of samples were aged 31-40 years, representing 35%, aged 21-30, representing 26%, aged 41-45 years, representing 17%, aged 18-20 years, representing 14%, from 46 years and over, representing 5%, and aged under 18 years, representing 3%, respectively.

The samples of tourists who come to use food services in Surat Thani province were students: accounted for 27%, trade/personal business, accounted for 19%, independent occupation, accounted for 17%, government service, 15%, private employees, accounted for 13%, and unemployed, accounted for 9%, respectively.

The samples who had income 11000 - 20000 Baht, representing 44%, 21000-30000 baht, representing 35%, less than 10000 Baht, representing 18%, and more than 40000 Baht, representing 3%, respectively.



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Website development result for Restaurant Review in Surat Thani province

Website development for restaurant review was showed in figure 1-4 as follows:

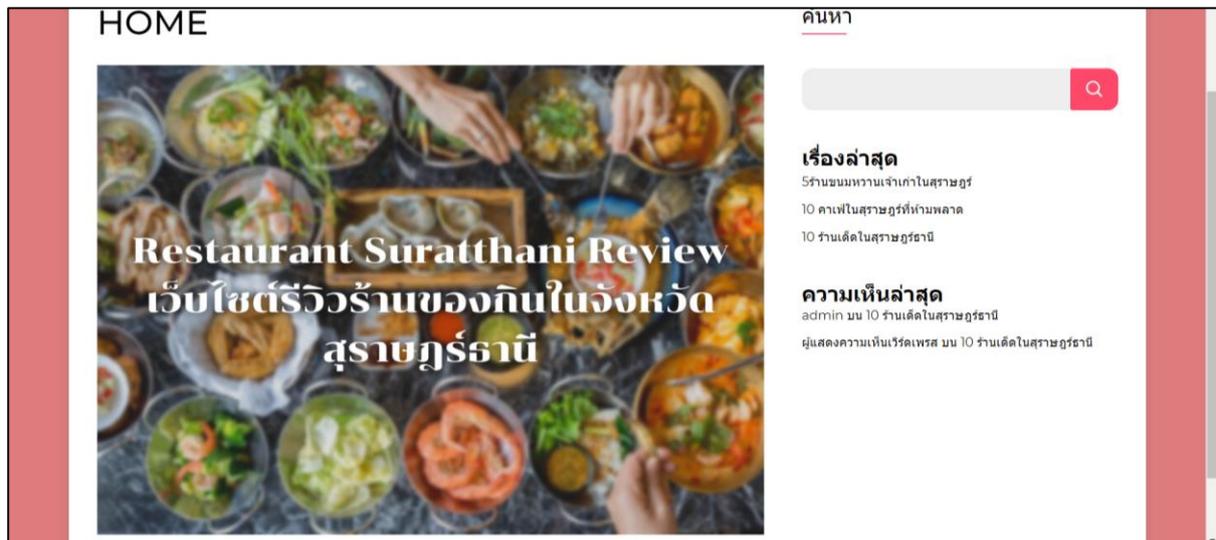


Figure 1 Home menu have the most recent pictures and blog updates, and the latest comments from that blog

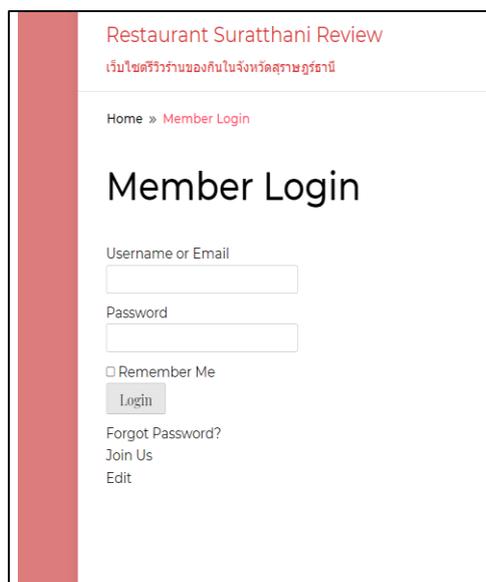


Figure 2 Login page



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Blog Posts



5 ร้านขนมหวานเจ้าเก่าในสุราษฎร์ธานี
 ไม่มีหมวดหมู่
 มกเข่ง (YOK KHENG) ร้านนี้ขึ้นชื่อเรื่องความอร่อยแบบปาก [...]



10 คาเฟ่ในสุราษฎร์ธานีห้ามพลาด
 ไม่มีหมวดหมู่
 Tree space ที่ใดมีต้นไม้ ที่นั่นมีความร่มเย็น เช่นเดียวกับ [...]



10 ร้านเด็ดในสุราษฎร์ธานี
 Blog

Figure 3 Blog menu is a collection of blogs that write review articles that are divided into review topics

Restaurant Suratthani Review
 เว็บไซต์รีวิวร้านอาหารในจังหวัดสุราษฎร์ธานี

HOME BLOG MY ACCOUNT ▾ CONTACT

Home » Contact

Contact

Facebook: Review Suratthani
 IG : review.surat
 tel : 099-668-7781

> [f](#) [@](#) [m](#) [t](#)

ค้นหา

เรื่องล่าสุด

- 5ร้านขนมหวานเจ้าเก่าในสุราษฎร์
- 10 คาเฟ่ในสุราษฎร์ธานีห้ามพลาด
- 10 ร้านเด็ดในสุราษฎร์ธานี

ความเห็นล่าสุด

- ไม่มีความเห็นที่จะแสดง

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Figure 4 Contact menu contains contact information for the website creator or admin



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Discussions

From the results of the study of opinions about the perception of information about restaurant reviews through the website, it was found that the sample group gave a high level of importance (value $(\bar{x}) = 4.11$) (S.D. value = 0.95). This is consistent with the study of Jittima Jaruwat (2010), which found that the average consumer's importance on website design factors was at the level of a lot (value $(\bar{x}) = 4.1$) (S.D. value = 0.85), and from the study of opinions, simple and uncomplicated website presentation patterns and sample groups attach great importance (value $(\bar{x}) = 4.2$) (value S.D. = 0.94) is consistent with the study of Jittima Jaruwat (2010) which found that consumers prioritize website design in the understanding stage. feeling step and the average behavioral stage was at the highest level (value $(\bar{x}) = 4.22$) (value S.D. = 0.84), but contradicting the study of Nitas Thongkham (2014), which found that consumers' behavior in restaurant searches online from google (www.google.com) has no relationship with the use of information in finding restaurants online to take advantage.

According to the results of the study, the decision to choose a restaurant for dining, the sample group gave a high level of importance (value $(\bar{x}) = 4.13$) (value S.D. = 0.83), for example, when making a decision to choose a restaurant when consumers have studied and compared the data. This is consistent with Kotler's theory of decision-making (Kotler, 2000 as cited in Nathakrit Wandamail, 2012), which states that one of the steps in the consumer decision-making process is to seek information via website because consumers are aware of the problem. Therefore, they will search for information from website first, but if it is not enough, they will search for information from outside social media. Facebook is the social media that users know and use the most.

Suggestions

1. Further study will be able for further use by publicizing information about restaurants in Surat Thani province and updating new food in order to be another channel for public relations to invite tourists to eat and develop a restaurant review website system to be more efficient.



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2. More features should be added to the website which it will be the center of attention to make customers want to use the service.

3. More color should be added to the website and more content should be included in order to make customers interested and know more information

Suggestions for further research

1. This study is a quantitative study. The information obtained is only the preliminary information used in analyzing various factors. If additional studies are conducted with qualitative research methods, it will help the research results to be more relevant, more reliable and quality.

2. Further study should explore the needs of website users and use as information to develop a website to meet the needs of the most of users.

3. Further study should conduct a satisfaction study consumer demand and the ability to meet the needs of consumers in each sample group in order to use as a guideline to improve efficiency and productivity better for the benefit of consumers

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