

Patapea Janekulprasoot 2009: Database Development of Southern Herb in Thailand on Website. Master of Science (Agricultural Information Technology), Major Field: Agricultural Information Technology, Interdisciplinary Graduate Program. Thesis Adviser: Associate Professor Supaporn Thaipakdee, Ph.D. 104 pages.

The objectives were to study 1) development of herb information in southern region of Thailand on website and 2) satisfaction on the development of herb database in southern region of Thailand on website from students, government and private sector. Herb database on website consisting of the herb generally found in southern region was developed and designed into three parts, general data, plant statistics and pictures database. The questionnaires were used for data collection from 120 purposive sampling samples which were 30 lecturers and 30 students from faculty of Agriculture at Kamphaeng Sean, 30 agronomists, and 30 employees of agriculture related company. The descriptive statistics was applied for data analyses in terms of percentage, arithmetic means, and standard deviation.

The study found that herb database on website was responded at high level of satisfaction by users for design in different aspects on format, contents, accessibility, usefulness, and user's opinion after accessing website comments with the average of 3.37, 3.54, 3.48, 3.68, and 3.65 respectively. The results indicated some degree of database effectiveness because of its usefulness and responding to the user's needs. However, there were suggestions on adding abstracts of herb research study and database of every region in Thailand on website.

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Thesis Advisor's signature