

Supatra Dachprom 2008: Presentation of Economic Pomology Information in Southern Region of Thailand on Website. Master of Science (Agricultural Information Technology), Major Field: Agricultural Information Technology, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Supaporn Thaipakdee, Ph.D. 113 pages.

The research objectives were to study 1) development database for economic pomology of southern region and 2) users' satisfaction(government and private sector) on the presentation of economic pomology in southern region,Thailand. Website of 10 economic pomology was designed. One hundred and twenty Purposive Sampling samples, thirty lecturers and thirty students of faculty Agricultural at Kamphaeng Saen, Kasetsart University Kamphaeng Saen Campus, thirty agronomists, and thirty company employees were responded to questionnaires on the effectiveness of website design. The descriptive statistics were applied for analysis in term of percentage, arithmetic means, and standard deviation.

The results revealed that users responded at high level of satisfaction on the website design ( $\bar{X} = 3.82$ ) in three aspects: a) design and format in web page of website, b) contents, and c) accessibility. Users also responded at high level of satisfaction ( $\bar{X} = 3.88$ ) on the usefulness of the website. And for the overall of the website after accessing the website ( $\bar{X} = 3.96$ ). However, the users responded only at high level of satisfaction not the most level. Therefore, there are some suggestions on increasing font size and data detail, for example, on marketing, plant variety and agricultural data of four regions in Thailand.

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Student's signature      Thesis Advisor's signature