

The Reservation System Website of the Local Entrepreneur in Nong Bua Lam Phu Walking Street

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Abstract

Entrepreneurs are always looking for new opportunities and ways to improve their businesses. Therefore, they need tools that help sales succeed. Having a location to sell products is the main factor that affects the decision to buy products. The target group is local entrepreneurs (small entrepreneurs, OTOP entrepreneurs, farmers, businessmen, manufacturers, and small service providers). Community enterprise groups, low-income legal persons, and online entrepreneurs. 170 people selected as target groups in a specific way are local entrepreneurs who come to sell their products on the walking street. The tools used for the research are the sales reservation system website and the operator satisfaction questionnaire. Collect data by distributing questionnaires to entrepreneurs who sell products on Monday. Data were analyzed by percentage, mean, and standard deviation statistics. The study found that the reservation system website for walking street overall quality was at a high level ($\bar{x}=3.78$, $SD=0.59$). The user interface is of the highest quality, followed by information, service, and system. The study of local entrepreneurs' satisfaction with the website of the sales reservation system found that the overall quality was very high. ($\bar{x}=4.00$, $S.D.=0.69$) Considering all aspects of the website, the sales area reservation system makes you more convenient and saves travel costs.

Keywords: Reservation system website; Local entrepreneur; Walking street

I. INTRODUCTION

Walking Street is a popular destination for cultural tourism, attracting visitors worldwide to experience the unique atmosphere of this vibrant street [1]. Located in Somdej Phra Naresuan Maharat Shrine, Nong Bua Lam Phu Province, Thailand, the walking street is known for its street stalls, restaurants, displays, local products, agricultural products, woven fabrics, local products, and local food [2]. Nong Bua Lam Phu Province has an area of 3,859.086 square kilometers or approximately 2,411,929 rai, the size of which is 2.21 percent of the northeastern region and 0.75 percent of the country. It is about 608 kilometers from Bangkok. When considering the territory of Nong Bua Lam Phu Province, it is found that large provinces with good economic conditions surround it, Khon Kaen and Udon Thani Province. It is also adjacent to Loei Province, which is famous for tourism in Nong Bua Lam Phu Province. Aiming to prepare for the AEC, focusing on development Strategy 1 Strengthening the economy, trade, tourism, and services [3].

Moreover, cultural tourism has had a significant impact on the local economy. Walking

street attracts many tourists each year, and this influx of tourism has created job opportunities for locals and stimulated the local economy [4]. Street vendors, restaurants, and it is a center for the arts, artists, and music performances benefit from the increased foot traffic, generating significant revenue for the local community. The government has also invested in infrastructure development and tourism-related projects to enhance the visitor experience and promote the local economy [5]. Selling goods at walking street Entrepreneurs or shops who want to sell products must reserve space directly with the municipality via phone or go in to contact the reservation at the office and make the payment. Therefore, the reservation will be ended. Therefore, reserving space to sell products each time is inconvenient, and it takes much time for store operators far away from the city. Therefore, it takes time for some restaurants to reserve space before noon. However, the sale starts at 4:00 p.m. Choosing a location to sell products is important. Most shops, therefore, want a storefront at the entrance. So that customers can see clearly. The product, therefore, sells well and has a profit. The product is deep inside; some customers cannot reach it. As a result, trading opportunities are lost [6].

Furthermore, the sales location should be attractive and visually appealing to customers. Customers are likely to associate the sales location's appearance with the quality of our products and services [7]. For example, a well-designed store with an aesthetically pleasing layout and decor can attract customers and make them more likely to purchase [8].

Due to the above problems, the researchers developed a website to book the sales area for local entrepreneurs in Nong Bua Lam Phu, Thailand. It enables entrepreneurs to choose the place of sale easily. There are payment systems and e-commerce transactions. For the convenience of entrepreneurs, the system can meet users' needs well, is easy to use, and has an efficient interface. It can be used in computer and smartphone [9] systems to help entrepreneurs increase their chances of success and business sales [10].

II. LITERATURE REVIEW

Reservation System website quality

The reservation system website refers to a website that provides tools for booking spaces for selling goods in Nong Bua Lam Phu Walking Street to support the reservation of space for local entrepreneurs' shops interested in selling their products in Walking Street held every Monday of the week can check available space, price or can reserve space through the booking system website and make payments through electronic commerce transaction channels immediately [11]. The quality of the reservation system website has 4 aspects: 1) data and information, 2) user interface, 3) service, and 4) system [12].

Data and Information

A product search engine offers various features, including data search, price display, and easy access to product information. Additionally, it holds great potential for introducing new services such as automatic word definition search [13][14]. Ensuring accurate search engine results and providing detailed traffic reports can enhance the overall user experience and deliver fascinating information.

User Interface

The user interface (UI) is a critical component of website quality. It refers to the graphical elements users interact with on a website, such as buttons, menus, and forms. A well-designed UI

can improve usability, reduce friction, and increase engagement. To achieve a high-quality user interface that is simple, usable, consistent, and responsive [15].

Service

Service is a crucial component of website quality. It refers to the level of support and assistance a website provides its users. A website with excellent service can provide a seamless user experience and build trust and loyalty with its users. To achieve a high level of service: responsiveness, personalization, transparency, reliability, and feedback [16].

System

Systems refer to the technical infrastructure and processes used by websites to function efficiently. A well-established website can provide a smooth user experience. System quality includes website loading speed, website security, website functionality, Website scalability, and website analytics [17][18].

Satisfaction

User satisfaction is a measure of how well a website meets expectations. Satisfied users are more likely to return and recommend the site to others. This leads to increased user loyalty and positive word-of-mouth marketing. Website quality and customer satisfaction are closely related because a high-quality website can increase customer satisfaction [19].

The quality of the website, the reservation system for selling walking street goods, data and information, user interface, service, and system affect the satisfaction of local entrepreneurs. Therefore, it can be summarized as a research conceptual framework, as shown in Figure 1.

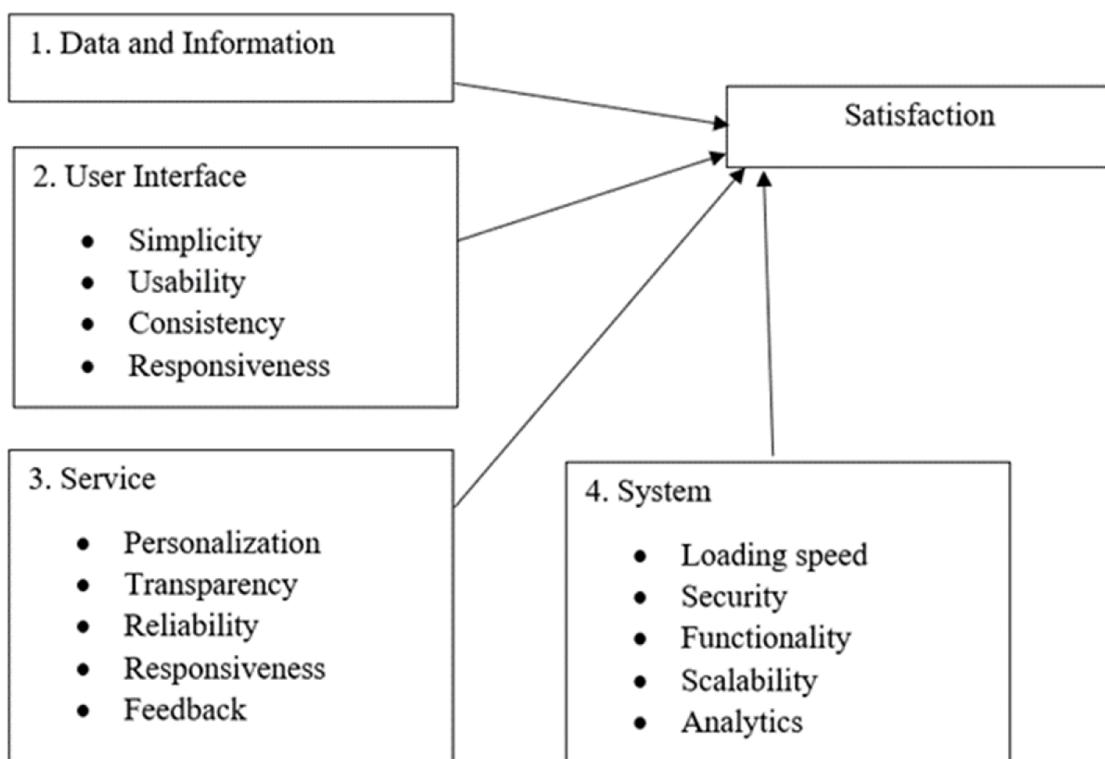


Figure 1. Conceptual framework

III. METHODOLOGY

Sampling Process

The target group is local entrepreneurs (small entrepreneurs, OTOP entrepreneurs, farmers, businessmen, manufacturers, and small service providers). Community enterprise groups, low-income legal persons, and online entrepreneurs. 170 people selected as target groups in a specific way are local entrepreneurs who come to sell their products on the walking street.

Tool and Data Collection

The tools used for the research are the sales reservation system website and the operator satisfaction questionnaire. Collect data by distributing questionnaires to entrepreneurs who sell products on Monday, October 3, 10, 17, 24, and 31, 2022. 114, accounting for 67.05%.

The development of a website reservation system for selling products. The researcher analyzes the needs of users. Context diagram, data flow chart, E-R diagram, user interface design. Developed using PHP language with MySQL database. Development results are as follows.

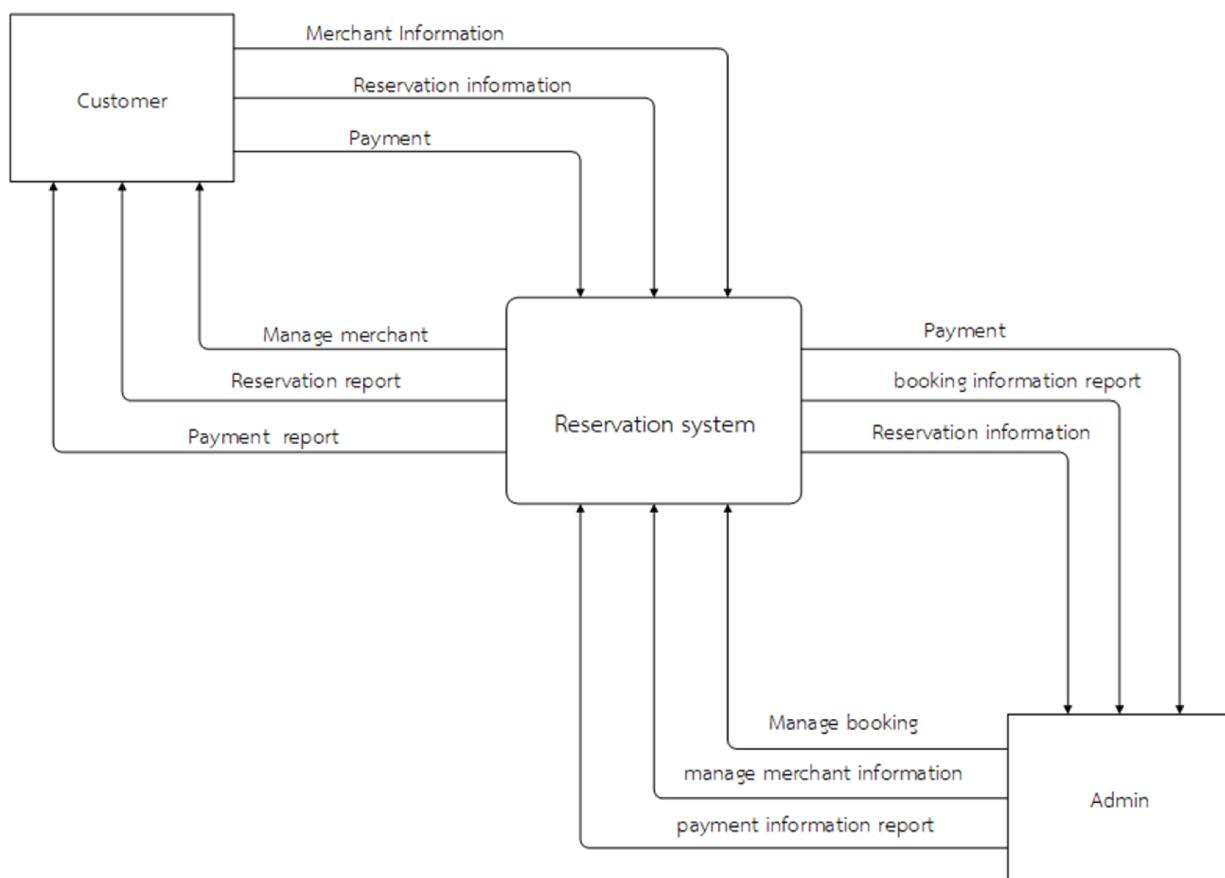


Figure 2. Context Diagram

For entrepreneur's input: Merchant information, area operations information, payment notification information, and receive information from the system, including managing merchant information reservation reports.

For admin input: Seller information, press release information, username/password information, and receive information from the system, namely Administrator access information,

IV. RESULTS

Table 1. Website quality

Item	\bar{x}	S.D.
1. Data and Information	3.90	0.60
2. System	3.55	0.63
3. Service	3.77	0.60
4. user interface (UI)	3.91	0.56
Sum	3.78	0.59

Results of a study of the quality of the website, the reservation system for selling walking street goods from real users, it was found that the overall quality was at a high level ($\bar{x}=3.78$, S.D.=0.59), user interface quality was the highest ($\bar{x}=3.91$, S.D.=0.56), followed by data and information ($\bar{x}=3.90$, S.D.=0.60), service ($\bar{x}=3.77$, S.D.=0.60), and system ($\bar{x}=3.55$, S.D.=0.63), respectively.

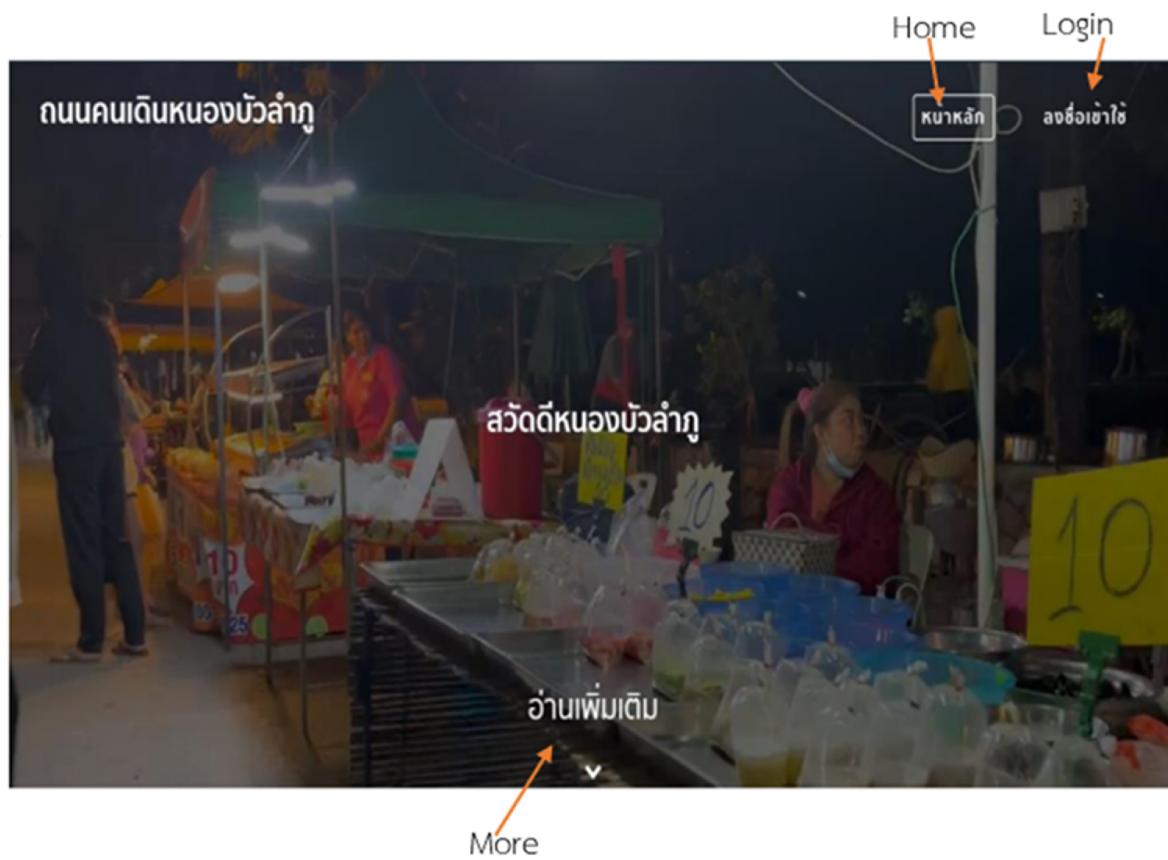


Figure 3. User interface

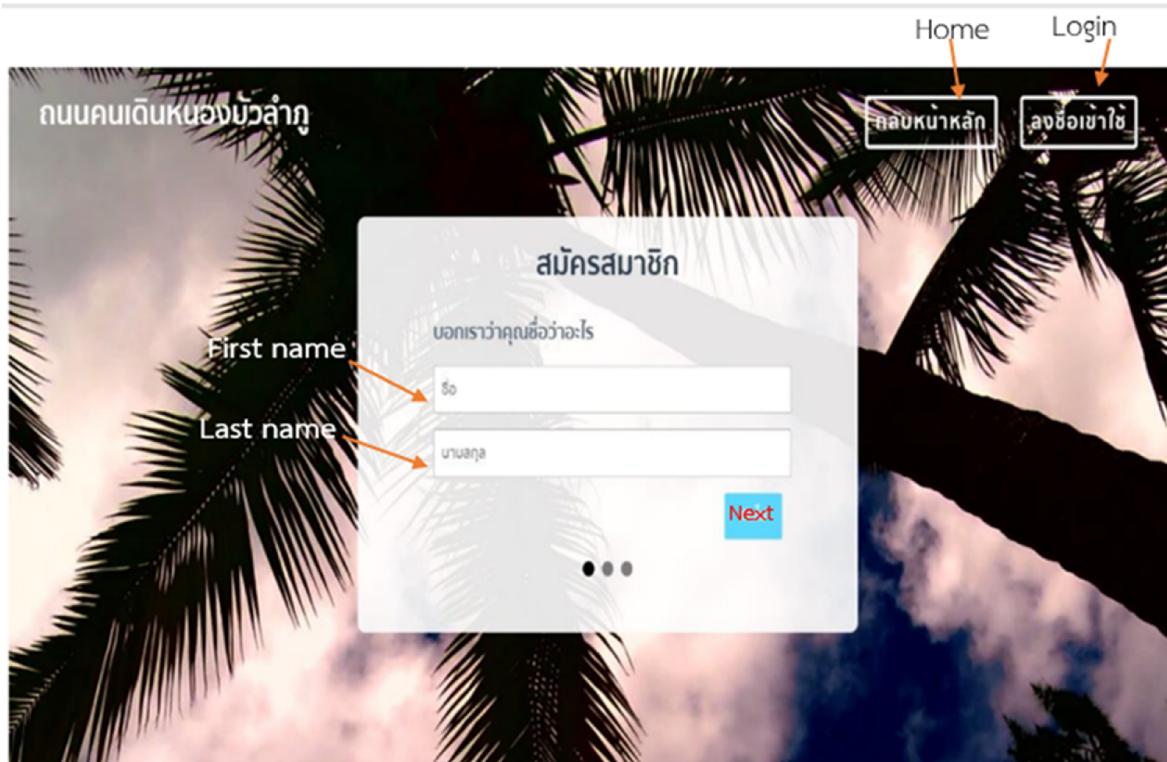


Figure 4. Subscribe

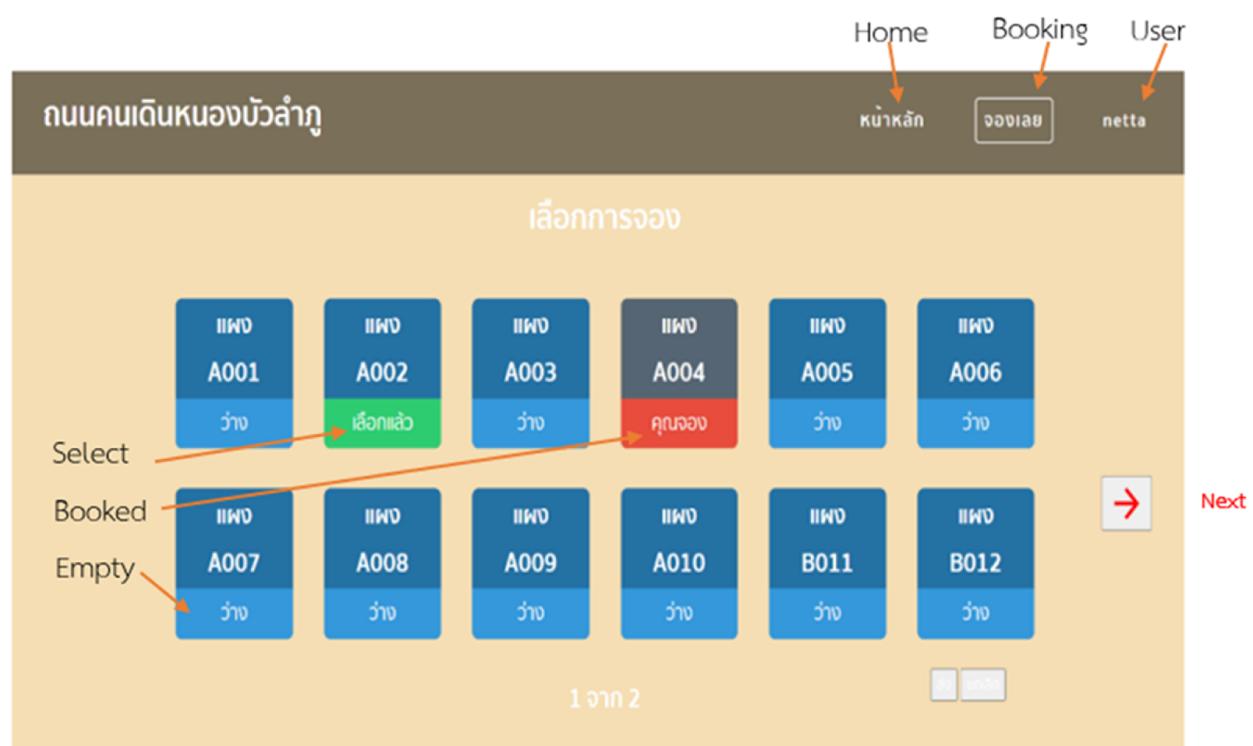


Figure 5. Status

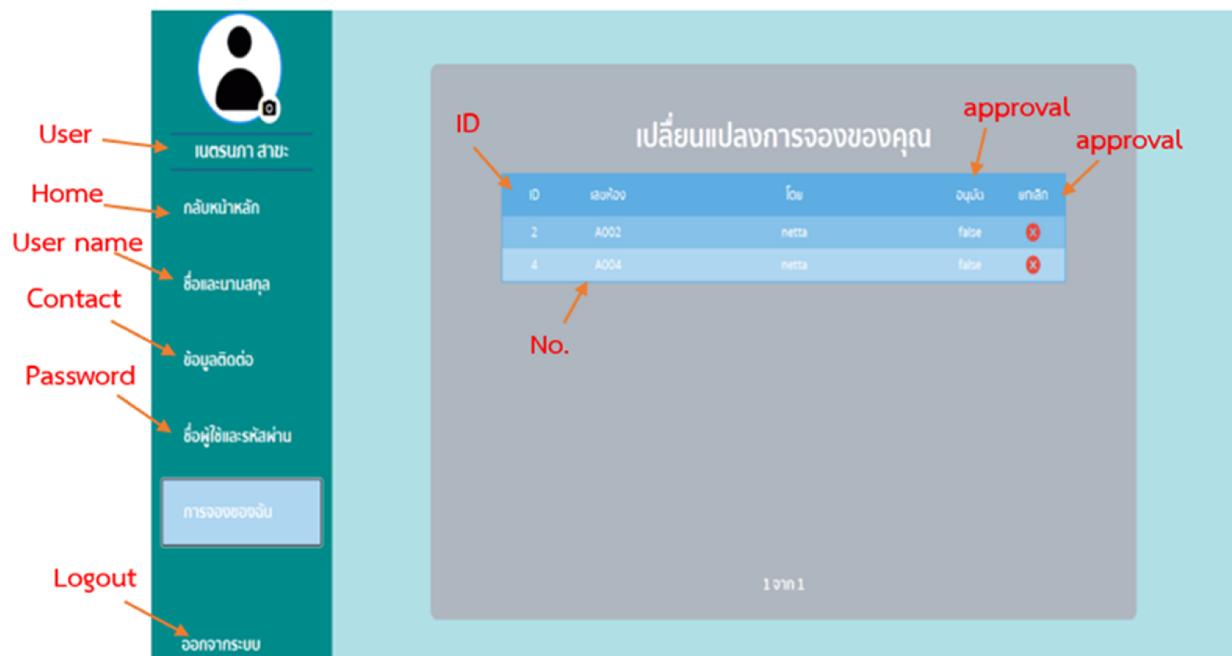


Figure 6. Change of booking



Figure 7. Admin manages

Table 2. Satisfaction study results

Item	\bar{x}	S.D.
1. The reservation system website provides a variety of services.	4.02	0.72
2. The reservation system website process is simple, uncomplicated, and fast.	3.73	0.69
3. The reservation system website. There is a clear explanation of the steps, which is easy to understand.	4.03	0.78
4. The reservation system website is safe and effective for members' personal information.	3.85	0.75
5. The website's system is verified whenever there is evidence of electronic commerce transactions.	3.81	0.72
6. Our reservation system provides more convenience, saves travel and telephone costs, and establishes stores that are easy for consumers to visit.	4.34	0.63
7. If the service fails, there is a quick way to solve the problem.	4.04	0.69
8. The reservation system can work normally according to the order.	3.91	0.63
9. The user can check the reservation information correctly.	4.16	0.65
10. The website regularly updates information.	4.07	0.64
Sum	4.00	0.69

The satisfaction study on the website using the pedestrian street product reservation system found that the overall quality was very high ($\bar{x}=3.77$, S.D.=0.69). Considering all aspects of the website, the sales area reservation system makes you more convenient and saves travel costs. And telephone charges, and affect the most accessible stores for consumers ($\bar{x}= 4.34$, S.D.=0.63). The second is that users can correctly check the reservation information ($\bar{x}=4.16$, S.D.=0.65) website regularly updated information ($\bar{x}=4.07$, S.D.=0.64); if the service fails, provide a quick solution ($\bar{x}= 4.04$, S.D.=0.69), with clear and understandable operating instructions ($\bar{x}=4.03$, S.D.=0.78), the sales area reservation system website provides multiple services ($\bar{x}= 4.02$, S.D.=0.72), the reservation system can normally work according to the order ($\bar{x}= 3.91$, S.D.=0.63), the sales area reservation system website is safe and effective for members' personal information ($\bar{x}=3.85$, S.D.=0.75), the website system has the certificate of e-commerce transaction every time ($\bar{x}= 3.81$, S.D.=0.72), the sales area reservation system website has a simple, simple and fast application ($\bar{x}= 3.73$, S.D.=0.69).

V. DISCUSSIONS AND CONCLUSION

The Development reservation system website for walking street Nong Bua Lam Phu Province, Thailand. Overall quality was at a high level ($\bar{x}= 3.78$, SD=0.59). The user interface is of the highest quality. Followed by information, service, and system, respectively. This is because the website is designed and developed according to the needs of actual users. According to website development analysis, design, development tool selection, and experiment principles, local operators can subscribe to the sales area and pay through e-commerce transactions. Confirm your reservation in many ways. Then, the administrator will confirm and change your reservation status. This makes it convenient for both parties. Operator and sales manager. There is no need to pay travel or telephone charges; consistent with the research of Mvungi and Tossy [20], it was found that high-

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quality websites are easy to use and have good navigation. It helps to attract good user usage. The best evaluation is user testing and expert evaluation or using automated web analytics tools; likewise, a study by Whitney [21] found that using the right web development tools can quickly organize website management, such as changing the background color arrangement of illustrations, etc. The data is stored on an online MySQL database that can be accessed anytime, anywhere. This is consistent with the study of Kaewsuwan and Khwunnak [22], which uses a MySQL database to store data, search for data, update data, and keep data up-to-date.

The study of local entrepreneurs' satisfaction with the website of the sales reservation system found that the overall quality was very high ($\bar{x}= 4.00$, S.D.=0.69). Considering all aspects of the website, the sales area reservation system makes you more convenient and saves travel costs. Moreover, telephone charges and establishing the most accessible stores for consumers Blanche, Casalo' and Guinalí'u [23] found that using websites would affect satisfaction and intention. Availability affects customers' perception to a greater extent but will not directly affect the use intention, but indirectly.

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