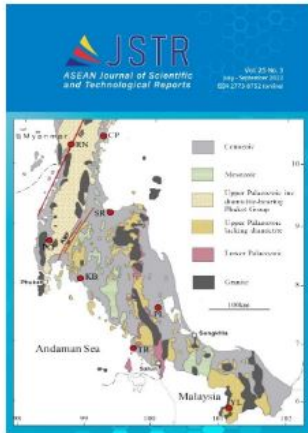


The Development of Specialty Food Application for Hat Yai: A Case Study



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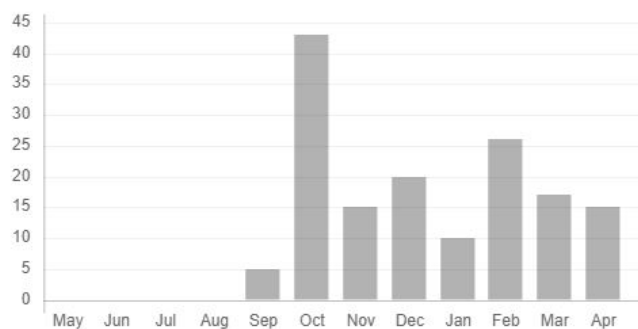
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Abstract

Hat Yai City is the one district of Songkhla province and is an economic city that consists of a commercial district. There are entrepreneurs in a variety of professions. Unique attractions indicate the way of life. It is ethnically diverse and has to mix food with culture, a valuable cultural heritage that should be passed on.

But at present, there is intense economic competition. As a result, many business and restaurant sectors get very little income. Therefore, it is necessary to bring modern applications to help the business. The objectives of this research were 1) to develop a street food application in Hat Yai, 2) to assess the efficiency of a street food application in Hat Yai, and 3) to assess satisfaction with a street food application in Hat Yai. The scope of this research was a restaurant located on Niphath Uthit 1 Road, Hat Yai District, Songkhla Province. The instruments used were the efficiency and satisfaction assessments for the street food application in Hat Yai. The restaurant operators agree to provide restaurant information and food items. The sample group used to assess satisfaction was 150 people. The application performance evaluation results It was found at the highest level ($\bar{X}=4.75$). In terms of design, it was found at the highest level ($\bar{X}= 4.80$), which could show the store location correctly and the evaluation results. The app's functional satisfaction was at a high level ($\bar{X} = 4.44$), offering restaurant stories and food items via the mobile application conveniently and quickly.



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Research Articles



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