

Project Name	An E-commerce system development project to develop and enhance the potential of cultural entrepreneur in MaeChaem, Chiang Mai Province
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ABSTRACT

This establishment of an e-commerce system development project to develop and enhance the potential of cultural entrepreneurs in Mae Chaem, Chiang Mai Province was an integrated work that many sectors had participated in together. Besides participating in other aspects, Rajamangala University of Technology, Lanna was interested in this particular project as its role at the university as a key mechanism in the development of e-commerce systems, using Google Analytics to support cultural entrepreneurs in Mae Chaem products of Chiang Mai Province.

Therefore, there was a development plan in conjunction with the project to develop and increase the potential of cultural entrepreneurs in Mae Chaem cultural products to expand and promote cultural entrepreneurs who generated income through arts and culture capital as well as to preserve the cultural heritage (Cultural Heritage). This was expected to achieve sustainable and stable development for the economy and society in the country in the future. The author developed a website to serve as a vital mechanism for developing the potential of cultural entrepreneurs through local arts and culture. It could also help generate income through artistic and cultural costs to preserve and inherit the cultural heritage.

As a whole, the website was developed as a system through a web browser which was an application on the website (Web application) using an architecture Client-Server and manage data through a web browser. This could make the website be used

anywhere and anytime. The author used HTML, CSS, JavaScript (JavaScript), and Bootstrap tools to develop the frontend, used PHP to develop the backend, and used both MySQL and PHPMyAdmin to develop a database management tool. The UX/UI designs, Adobe XD and Sublime Text were used for development IDEs and web server simulations. Xampp was used to connect with the FTP server. To download and upload files, FileZilla was used. Adobe Photoshop was used for designs, picture decoration, and backgrounds to make the system work efficiently. Easy Quick Report Port was used to generate reports from the database. Reports could be issued to both Client/Server and web applications. This would allow customers to trade products with ease, with a secure online banking payment system and a faster trading experience.

From an analysis of the satisfaction assessment of the development of e-commerce systems to develop and enhance the potential of cultural entrepreneurs in Mae Chaem in Chiang Mai Province, based on the objectives of the overall system, it was found that, on average, the mean was 4.83 out of 5.00. This means that the quality of the website was at the level of very good. No aspects of the system were rated at moderate, less, or least levels. On average, the satisfaction level of the users was 4.85 (out of 5.00) with its SDs between 0.00 – 1.00. It means that the project data was reliable and the system could reduce errors in the storage and summarize the reports according to the needs of the entrepreneurs in Mae Chaem, Chiang Mai Province. When the development of the system is complete, it will be able to help the users to distribute the local products of the Mae Chaem community via the Internet. As a result, this can create convenience for customers while also reducing costs and reducing the time spent shopping by area. It is an increasing distribution channel for products and is the distribution of information, news, arts, and cultures of the Mae Chaem community.