

Thammasat University
Faculty of Commerce and Accountancy

A Doctoral Dissertation

By

Teerasak Jindabot

Titled

SERVTRUST: A Development of a Scale to Measure Consumer's Trust in
Service Providers in Thailand

Has been approved as partial fulfilment of the requirement for the degree of
Doctoral of Philosophy (Marketing)

On Sunday 16th December 2007

Chairperson of the Committee and Associate Advisor:

(Associate Professor Dr. Ruth Banomyong)

Committee Member and Main Advisor:

(Professor Dr. George P. Moschis)

Committee Member and Associate Advisor:

(Professor Dr. Tasman Smith)

Committee Member:

(Associate Professor Dr. Gerard Tocquer)

Committee Member:

(Associate Professor Dr. Apiradee Surujkulwattna)

Dean:

(Associate Professor Gasinee Witoonchart)