## 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 fulfillment of the requirement for the degree of Doctoral of Philosophy (Marketing)

On Sunday 16<sup>th</sup> December 2007

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