Dissertation Title	Service Quality of Automobile Maintenance and Repair Centers Affecting Customer Satisfaction and Loyalty: A Moderating Effect of Engine Type
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ABSTRACT

The global push for sustainable and eco-friendly transportation options has intensified the debate between electric vehicles (EVs) and internal combustion engine (ICE) vehicles. Each engine type presents distinct advantages and challenges, influencing consumer choice based on the power source, environmental impact, performance, cost, and infrastructure. This study focuses on Thailand's car maintenance and repair service industry, exploring how service quality dimensions vary between EVs 138 users and ICEV 259 users and analyzing customer perceptions across different service aspects. This research aims to fill that gap, offering insights into the comparative service quality of EV and ICE vehicle maintenance, and informing stakeholders including service providers, manufacturers, policymakers, and consumers. When comparing these two groups of car users, the results indicate that EV and ICEV user perceptions of the level of service quality provided by car maintenance and repair centers were statistically different. The implications for car maintenance and repair centers are provided.

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