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Unveiling the key dimensions of service quality in automobile maintenance and repair for enhanced electric vehicle users' intentions in Thailand

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Purpose

The purpose of this article is to propose measurements for assessing various service quality dimensions in the field of automobile maintenance and repair businesses. The study also examines the impact of service quality dimensions on continuance and recommendation intentions of electric vehicle (EV) users.

Design/methodology/approach

Outline

Introduction

Literature reviews

Methodology

Results

Discussion and implications

Conclusion

Samples comprised 397 EV users who experienced the services provided by automobile maintenance and repair centers. Convenience and snowball sampling methods were conducted to obtain suitable participants.

Findings

For continuance intention, the strongest dimension of service is reliability, followed by responsiveness, empathy, price fairness, queue and waiting management and physical environment. For recommendation intention, the strongest dimension of service quality is also reliability, followed by empathy, responsiveness, queue and waiting management, physical environment and price fairness.

Research limitations/implications

First, the samples of this study consisted of EV users only in Thailand. The findings may not be universally applicable to other nations due to varying levels of EV adoption. Second, the degree to which the six dimensions of service quality vary can be influenced by the demographic characteristics of customers.

Practical implications

Prioritize staff training in responsiveness, empathy and reliability to effectively meet customer needs. Enhance the physical environment for a comfortable experience. Promote transparent pricing aligned with service quality and explain the pricing rationale. Implement effective queueing and waiting management strategies for improved customer comfort during waits. These measures aim to enhance intention to reuse the service and positive recommendations.

Originality/value

This research undertakes an original survey comprising EV users who utilized services from automobile maintenance and repair centers in Thailand. The results sheds light on the influence of service quality on individual's intentions.

Limitations and future resec

References

Vitae

Show full outline

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Table 1. Demographic profi

Table 2. Means, standard d

Table 3. Properties of the m

Service quality; Maintenance and repair service; Continuance intention; Recommendation intention; Electric vehicles

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Rattapong Lapyen is a DBA candidate in the field of strategic marketing management. He has a wide range of working experience as a technician in the automotive industry for many years and as a volunteer for community development projects in Thailand. His research interests include service quality and business strategy in the automobile industry.

Chonlatis Darawong is an Associate Professor in marketing management. His research interests focus on service quality, new product development, cross-cultural management, interpersonal relationships and project performance. He has 14 publications in a number of referred international journals such as the *Asia–Pacific Journal of Marketing and Logistics*, *Journal of Marketing for Higher Education*, *Strategic Change*, etc.

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