

THESIS

**THE IMPACT OF SERVICE INNOVATION IN IELTS TEST
OPERATION ON CUSTOMER SATISFACTION MEDIATED BY
CUSTOMER VALUE: AN INNOVATION OF CBT (COMPUTER BASED
TESTING) SERVICE IN IELTS IN INDONESIA**



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**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
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MASTER OF MANAGEMENT SCIENCE
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