

**RELATIONSHIP OF PERFORMANCE WITH SERVICES
PROMOTION THROUGH INTERNET: AN EMPIRICAL
STUDY OF MALAYSIA SERVICE COMPANIES**

BY

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ABSTRACT

This paper reviews the research on the relationship of performance with services promotion through internet : an empirical study of Malaysia service companies. A survey was sent to CEOs/marketing managers all over Malaysia. The result gives impression that some services organizations in Malaysia reap some tangible benefits through Internet promotion while others do not gather much. The study shows that over 93% in average agree that their organization's general performance has significantly improved through Internet marketing activities. This result supports, in the first instance, the postulate made in chapter one that increase in internet marketing activities would lead to increase in corporate performance indicators. Implication of the results are discussed.

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