



**A SURVEY ON THE USAGE OF INTERNET MARKETING AMONG
SMEs AT SABAH**

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Greetings & Salam 1Malaysia

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ABSTRACT

This study is aiming to investigate the Internet Marketing adoption among the SMEs service sector in Tourism at Ranau Sabah, this study use three independent variable. First is the organizational characteristic which refers to the top management and business operation influence towards the Internet Marketing usage; second is technology literacy among the employees and third is technology characteristics in influence the perception on the employees towards internet marketing complexity; The objectives of this study were to assess the usage of Internet Marketing among SMEs in their business. Secondly is to examine the perception of SMEs towards Internet Marketing, and thirdly is to identify the technology literacy among SMEs. This study was conducted using self-developed questionnaires involving 34 registered accommodation under Sabah Tourism Board at Ranau, Sabah.