

# **THE ENHANCEMENT OF INTERNET MARKETING IN THE PROPERTY DIVISION**

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## **ABSTRACT**

. This research entitles The Enhancement of Internet Marketing in the Property Division. The` purpose of this research is to study how e – service quality and consumer behavior influence the online media (internet marketing usage) thus determine in what way the online media used by the company can be improved. Hence, in order to portray good image to the public, it is essential for the property organization to create a consistent look for all the communication material including official website thorough the superior of internet marketing offered. The problems identified were in term of its E-Service Quality, un- update information and various negative comments by customers on the websites. As to solve their problem the researcher suggests the company to enhance their E-Service Quality in the websites that will influence usage by customers. In order to attract customer various marketing programs in the website need to be improved. 100 of respondents have been asked by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of question about E-Service Quality, Customer Behavior and Marketing Communication.