



A Dynamic Website as Branding Strategy Using the Sdlc Prototype Approach: the Case of Pt. Xyz

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ABSTRACT

The digital era requires B2B companies to strategically adopt digital platforms to build brand credibility and remain competitive. However, PT. XYZ currently faces challenges in conveying a professional image and delivering corporate information due to the absence of a structured official website, relying heavily on manual promotion instead. To address this issue, this study aims to develop a dynamic website as a strategic branding solution. Adopting a Research and Development (R&D) approach, this project applies the System Development Life Cycle (SDLC) Prototyping method to enable iterative development. The website was built using the WordPress Content Management System (CMS), featuring a comprehensive company profile, WhatsApp integration, and an interactive FAQ chatbot. System evaluation utilized User Acceptance Testing (UAT), comprising alpha testing by internal stakeholders and beta testing by external B2B clients. The results indicate a 100% acceptance rate across seven brand credibility dimensions. This proves that the developed dynamic website successfully functions as an active branding medium, establishing professional trust, transparency, and organizational support within the B2B market.

Keywords: *Website Development, SDLC Prototyping, User Acceptance Testing, Branding Strategy, Brand Credibility Aspect.*

I. INTRODUCTION

The digital economy demands that business-to-business (B2B) enterprises integrate technology to remain competitive (Verhoef et al., 2021). In Indonesia, internet penetration has reach 80.66% in 2025, making digital platforms a primary medium for business interactions (APJII, 2025). Consequently, corporate websites function as essential strategic assets during the initial vendor research phase (Siano et al., 2016; TechnologyAdvice, 2023). A professional website enables organizations to actively communicate their uniqueness, strengthen their corporate image, and foster long-term business relationships (Baroi & De, 2023; Basiya et al., 2024).

Before committing to high-value contracts, B2B clients conduct rigorous online evaluations where a company's digital presence acts as a critical indicator of competence and trustworthiness (Kotler & Pfoertsch, 2006; Zhang & Du, 2020). Despite this necessity, prior literature on B2B digital branding tends to focus on broad conceptual strategies or generic e-commerce applications, leaving a notable gap in practical implementation (Baroi & De, 2023). Limited attention has been given to how B2B companies can systematically design and integrate interactive dynamic websites as a specific operational strategy to establish brand credibility in competitive markets.

This theoretical gap is mirrored by practical challenges, as many Indonesian B2B companies still struggle with digital transitions (Suryani et al, 2021). For instance, PT. XYZ, an electrical services company, currently relies on conventional manual promotion by disseminating company profiles and legal documents via WhatsApp or email. This fragmented approach mismatches modern B2B purchasing behaviours, which expect centralized digital information. The lack of an official corporate website limits PT. XYZ's visibility, restricts its professional image, and hampers its potential to secure broader national projects.

To address both the practical problem and the literature gap, this study aims to design and implement a dynamic website for PT. XYZ utilizing the System Development Life Cycle (SDLC) Prototyping model (Pressman & Maxim, 2020). The development integrates comprehensive company profiles, verified portfolios, and legal documentation with interactive features like an FAQ chatbot and WhatsApp integration. Furthermore, the website is qualitatively evaluated as a branding strategy based on seven brand credibility dimensions: trustworthiness, transparency, expertise, organizational support, consistency, relationship support, and overall acceptance (Aaker, 2004; Erdem & Swait, 2004; Hussain et al., 2020a) This study provides a practical framework for utilizing dynamic websites to systematically enhance corporate reputation in the B2B sector.

II. LITERATURE REVIEW

Website as a B2B Branding Strategy

In the digital economy, a corporate website is a strategic asset that serves as a primary communication platform (Siano et al., 2016). Particularly in the Business-to-Business (B2B) sector, branding strategies are vital for presenting a company's professionalism to high-value clients whose decisions rely on rational and measurable information (Zhang & Du, 2020). A strong corporate brand acts as a critical indicator of reliability, effectively reducing perceived risks before establishing business relationships (Kotler & Pfoertsch, 2006).

Furthermore, dynamic websites are highly effective branding mediums because they shift communication toward a participatory model (Chan-Olmsted,

2011). Interactive interfaces, such as automated chatbots or direct messaging, provide an immersive experience that deepens the relationship between clients and the digital brand identity (Voorveld et al., 2013). The success of this digital branding strategy is evaluated through the brand credibility framework, which ensures the platform effectively builds market trust. The indicators used to measure this credibility are presented in Table 1 :

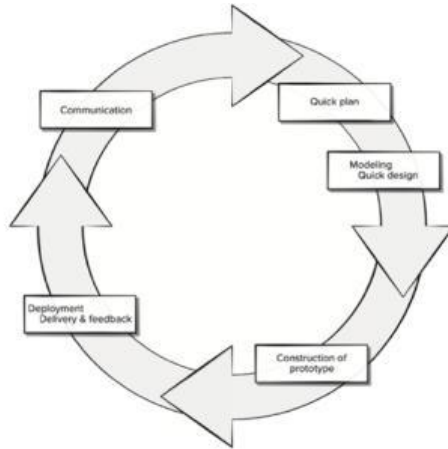
Table 1 Brand Credibility Indicator

Indicator	Sources
Expertise	(Erdem & Swait, 2004)
Organizational Support	(Aaker, 2004)
Consistency	(Erdem & Swait, 2004)
Transparency	(Kang & Hustvedt, 2014)
Relationship Support	(Morgan & Hunt, 1994)
Trustworthiness	(Hussain et al., 2020a)

Source: processed by Researcher (2026).

System Development Life Cycle (SDLC) Prototyping

The System Development Life Cycle (SDLC) is a systematic framework that describes the main stages in software development to ensure the process aligns with organizational (Olorunshola & Ogwueleka, 2022; yas et al., 2023). According to Pressman & Maxim (2020), this software engineering process consists of structured activities designed to produce reliable software products. Among the various SDLC models, Prototyping is particularly effective when initial user requirements are not yet defined in detail. In this approach, the system is built incrementally through functional prototypes that are tested directly by users, allowing developers to gather immediate feedback to refine system specifications (Pressman & Maxim, 2020).



Source: Pressman and Maxim (2020)

Figure 1 SDLC Prototyping Flow

The SDLC Prototyping framework consists of five main iterative phases (Pressman & Maxim, 2020). The process begins with the Communication phase to identify user expectations and explore areas of uncertainty, followed immediately by a Quick Plan to determine priority features and define the overall scope. The development then moves to Quick Design and Modeling, which focuses on developing a preliminary visual design such as wireframes and mockups. This design is subsequently transformed into a functional, interactive model during the Construction of Prototype phase. Finally, the Deployment, Delivery, and Feedback phase allows users to directly evaluate the prototype, providing crucial input that drives iterative refinements until the final system is ready for full implementation.

User Acceptance Testing (UAT)

User Acceptance Testing (UAT) is the final evaluation phase before a system is officially implemented, ensuring that the software not only meets technical specifications but is also genuinely suitable for daily business operations (Hambling & Goethem, 2013). In web-based development, UAT serves as a critical mechanism for end-users to assess feature relevance, provide feedback, and ensure the system seamlessly aligns with their specific needs (Otaduy & Diaz, 2017). Direct user involvement during this testing process is essential to guarantee that the developed system provides significant business benefits to the stakeholders (Seneviratne et al., 2023).

By repositioning UAT from a conventional bug-checking procedure to a strategic evaluation tool, organizations can objectively measure business benefits, user experience, and the platform's overall effectiveness in establishing market trust prior to its deployment. Depending on the testing objectives and environment, UAT encompasses several evaluation models, including contract, factory, and field acceptance testing, which focus on formal agreements, development environments, and real-world stability, respectively (Hambling & Goethem, 2013). However, in the context of web-based corporate applications, the two most prominent techniques utilized are Alpha and Beta Testing (Tong et al., 2022). Alpha testing is conducted by internal users in a controlled environment to identify functional issues and initial suitability, whereas Beta testing is executed by real external users in an operational environment to comprehensively validate the system's alignment with actual market needs and behaviors.

III. METHOD

This study adopts a qualitative approach with a case study design to gain an in-depth understanding of the phenomena in a real-world context (Creswell & Creswell, 2023). Furthermore, this research is classified as Research and Development (R&D) positioned at Technology Readiness Level (TRL) 6, which corresponds to the stage of product demonstration in a relevant user environment (Sugiyono, 2023). The object of this case study is PT. XYZ, a B2B company operating in the electrical services sector that requires a digital transformation to strengthen its professional image and corporate credibility.

The population in this study encompasses all parties interacting with PT. XYZ's digital presence, including internal stakeholders and prospective B2B clients. The participants were selected using the snowball sampling technique to ensure data relevance and depth (Sugiyono, 2023). The final participants consisted of three internal representatives (including the director and administrative staff) to validate corporate readiness, and three external participants to validate market trust and brand perception.

The data collected through observation, semi-structured interviews, and documentation were analyzed using the Miles and Huberman qualitative data analysis model, which consists of three interactive stages: data reduction, data display, and conclusion drawing (Sugiyono, 2023). To guarantee the credibility and reliability of the research findings, data validity was ensured through technique triangulation, source triangulation, and member checking to confirm interpretations with the informants (Ahmed, 2024).

In developing the dynamic website for PT. XYZ, this study utilizes the System Development Life Cycle (SDLC) Prototyping method (Pressman & Maxim, 2020). This iterative approach consists of five main stages:

1. **Communication (Requirement Analysis):** Identifying the company's digital branding challenges and defining initial functional and non-functional website requirements.
2. **Quick Plan:** Formulating preliminary plans, defining the system scope, and establishing the priority features and functional workflow.
3. **Quick Design and Modeling:** Designing the user interface and navigation flow through wireframes and high-fidelity mockups using Figma.
4. **Construction of Prototype:** Transforming the static mockups into a fully functional and interactive website using the WordPress Content Management System (CMS).
5. **Deployment, Delivery, and Feedback:** Deploying the system to a hosting server and conducting iterative evaluations through internal and external User Acceptance Testing (UAT).

System evaluation is conducted using the User Acceptance Testing (UAT) framework, divided into Alpha Testing and Beta Testing. Alpha Testing is an internal evaluation utilizing the Black-Box testing method. This phase aims to verify the functional requirements, interface usability, and navigation performance without examining the source code. An example of the test case instrument used during Alpha Testing is presented in Table 2 :

Table 2 Example of Test Case Checklist "Beranda" Page

TEST CASE CHECKLIST "BERANDA" (TC-AT-01)		
Evaluation Aspect	Expected Result	Actual Result
Main Visual Identity	The website successfully displays the PT. XYZ logo, the corporate color scheme (yellow, black, blue), and consistent typography.	☐ Success ☐ Failed
Main Content Preview	The brief profile component, electrical services preview, and competitive advantage points are fully displayed on the front page.	☐ Success ☐ Failed
WhatsApp Integration in Consultation Block	The integration successfully redirects the user and opens the company's WhatsApp.	☐ Success

TEST CASE CHECKLIST “BERANDA” (TC-AT-01)		
Evaluation Aspect	Expected Result	Actual Result
		☐ Failed

Source: Adapted by Hakim et al (2020).

The functional feasibility of the system during Alpha Testing is calculated using the Effectiveness Value formula (Sakinah et al., 2024), presented in Equation 1:

$$Effectiveness\ Value = \left(\frac{\sum Valid\ Test\ Results}{\sum Total\ Test\ Scenarios} \right) \times 100\% \qquad (1)$$

Once the system passes internal validation, Beta Testing is conducted with the external participants. In this study, Beta Testing functions beyond conventional bug-checking, it is utilized as a qualitative instrument to evaluate the website's Function in establishing brand credibility. The evaluation incorporates seven branding dimensions: Trustworthiness, Transparency, Expertise, Organizational Support, Consistency, Relationship Support, and Overall Acceptance (Aaker, 2004; Erdem & Swait, 2004). An example of the Beta Testing evaluation instrument is shown in Table 3 :

Table 3 Example of Beta Testing Instrument

BETA TESTING EVALUATION INSTRUMENT: BRAND CREDIBILITY ASPECT		
Evaluation Aspect	Expected Standard	Expected Outcome
Trustworthiness Source: Hussain et al. (2020b)	Does the profile data, legal documents, and portfolio gallery successfully build the evaluator’s confidence?	Identity information of PT. XYZ appears valid, legally sound, and convincing.
Transparency Source:Kang et al. (2021)	Does data openness and ease of interaction within the site increase trust?	Users feel valued by honest, open data presentation and straightforward menu access.
Expertise Source: Erdem & Swait (2004)	Do the service description content and track record successfully prove competence in the electrical field?	All technical service materials and portfolio documentation reflect high-level field expertise.

The overall feasibility and market trust evaluated during the Beta Testing phase are measured using the Acceptance Rate formula (Fawwaz, 2024), presented in Equation

2:

$$Acceptance\ Rate = \frac{\sum Total\ Accepted}{\sum Total\ Tested} \times 100 \quad (2)$$

The results from both evaluation calculations that consist of the Effectiveness Value from Alpha Testing and the Acceptance Rate from Beta Testing that serve as the primary indicators of the system's feasibility. Following the UAT process, an after-test analysis is conducted. All gathered data, including user evaluation scores, observation notes, and interview feedback, are comprehensively analyzed using the Miles and Huberman qualitative data analysis model: data reduction, data display, and conclusion drawing. This final analysis confirms whether the developed dynamic website has successfully met the quality standards to be officially implemented as PT. XYZ's primary digital branding instrument.

IV. RESULTS AND DISCUSSION

SDLC Prototyping Stage Result

• *Communication*

This phase aimed to identify the company's digital branding challenges. Through in-depth interviews and observations with internal stakeholders, the primary challenge identified was the lack of an official digital platform to project corporate credibility. The identified user requirements served as the foundation for system development, as summarized in Table 4.

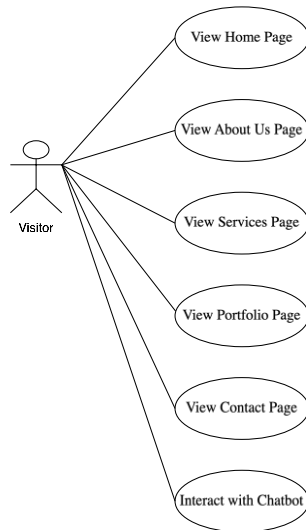
Table 4 User Requirement of Website

Functional Requirements	Non-Functional Requirements
1. Detailed company profile, service listings, and electrical portfolio gallery.	a) Minimalist, clean, and professional visual style.
2. Homepage showcasing core services and company identity.	b) Color scheme aligned with XYZ logo (Yellow, Black, Midnight Blue).
3. Module for displaying legal documents and expert competency certificates.	c) Consistent visual design across all pages.
4. WhatsApp and Chatbot integration for direct inquiry.	d) Easy to navigate and user-friendly interface.
5. Clear contact information and about us page.	e) High-clarity presentation of technical expertise.
Social media and B2B proposal integration.	f) Ethical design, free from irrelevant visual clutter or controversial content.

Source: Processed by Researcher (2026).

- *Quick Plan*

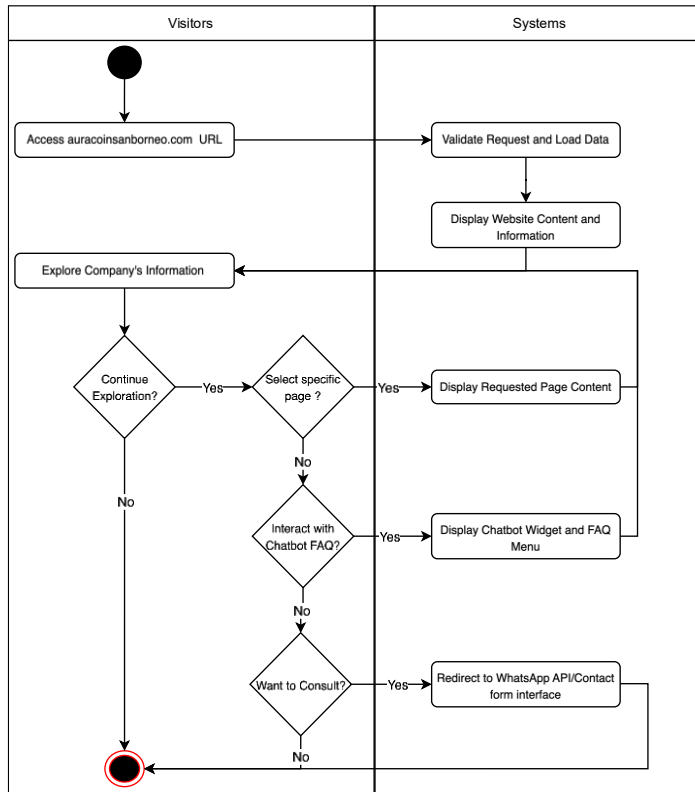
Based on the identified requirements, the system scope and feature priorities were defined. The planning focused on providing centralized access to service information, project portfolios, and interactive communication modules. To visualize the system workflow, Unified Modeling Language (UML) diagrams, including Use Case and Activity Diagrams, were developed to map the interactions between prospective B2B clients and the website functionalities. The overall system functionalities and user interactions are mapped in the Visitor's Main Use Case Diagram (Figure 2) :



Source: Processed by Researcher (2026).

Figure 2 Visitor's Use Case Diagram

Furthermore, the sequence of activities performed by visitors when navigating the website from accessing the homepage to utilizing the interactive communication features that is detailed in the Visitor's Main Activity Diagram (Figure 3) :

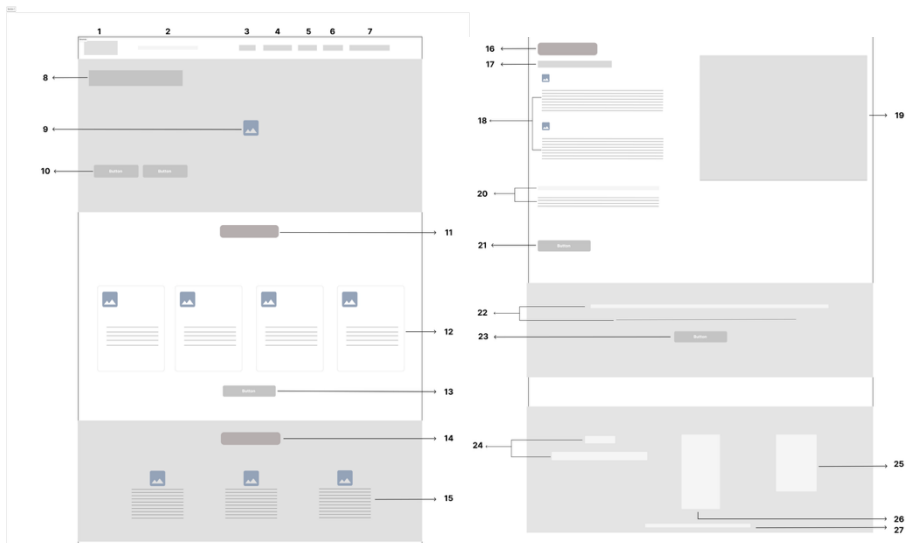


Source: Processed by Researcher (2026).

Figure 3 Visitor's Activity Diagram

• Quick Design Modelling

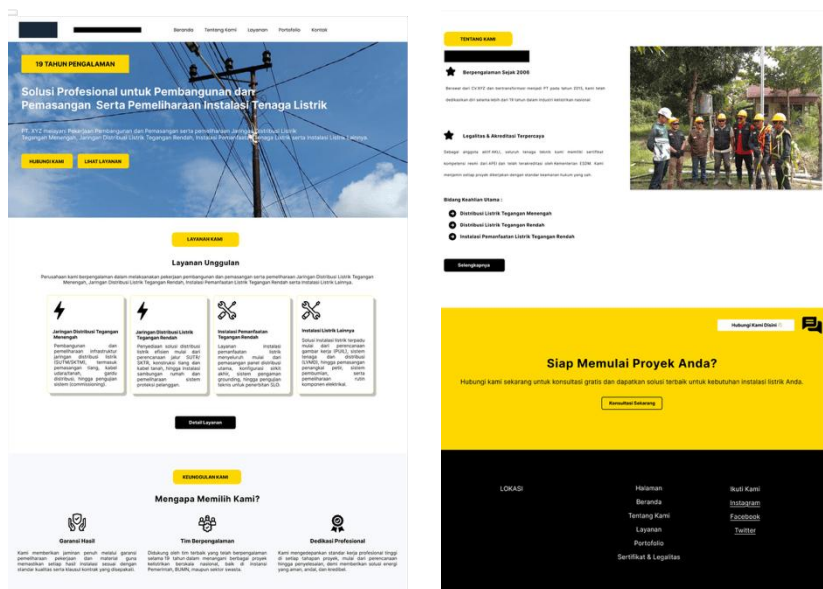
The conceptual requirements were translated into visual designs using Figma. The design process began with wireframing to establish the page structure and navigation flow, followed by the development of high-fidelity mockups. The design prioritized a minimalist, professional aesthetic across five main pages. A representative wireframe of the main landing page ("Beranda") is shown in Figure 4 :



Source: Processed by Researcher (2026)

Figure 4 Wireframe of "Beranda" Page

Following the structural planning, the development progressed to high-fidelity mockups. The design prioritized a minimalist, professional aesthetic



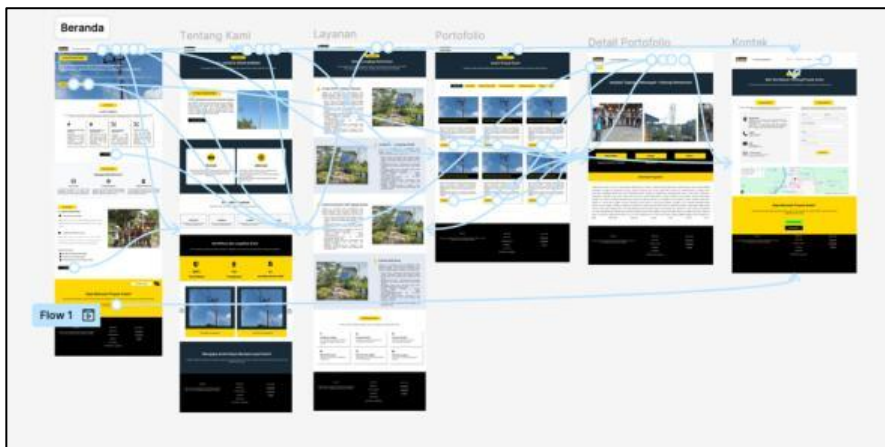
across five main pages. The detailed visual representation of the main landing page is shown in Figure 5 :

Source: Processed by Researcher (2026)

Figure 5 Mockup of "Beranda" Page

- *Construction of Prototype*

During this phase, the static mockups designed in the previous stage were transformed into a fully interactive high-fidelity prototype using Figma's prototyping features. The development focused on establishing realistic user flows, including clickable navigation menus, page transitions, and the simulated interface of the WhatsApp and FAQ Chatbot widgets. By establishing these interactive transitions, the mockup was successfully transformed from a static design into a fully operable visual model that simulated the dynamic behavior of the final website.



Source: Processed by Researcher (2026)

Figure 6 Interactive Prototype Design

- *Deployment, Delivery, and Feedback*

This final phase of the SDLC Prototyping model functions as an integrated system evaluation, requirement validation, and implementation stage (Pressman & Maxim, 2020). The process was divided into several sequential steps as follows:

- 1. Prototype Design Validation**

Prior to the actual system development, the interactive Figma prototype underwent a design validation phase involving the company's internal stakeholders. Overall, the evaluators confirmed that the design successfully reflected the company's professional image, particularly through the consistent application of a black-and-yellow color scheme that established a strong industrial identity. The page structure and navigation flow were also deemed highly aligned with the operational needs of a service-based

company. However, minor structural refinements were requested during this session. The company's director suggested reorganizing the project portfolio gallery chronologically to better visualize the company's Standard Operating Procedures (SOP), while the administrative staff recommended adding official social media icons to the footer to reinforce professional credibility. Following the implementation of these revisions, the design was officially approved for system development.

2. WordPress CMS Implementation

Based on the approved prototype, the actual system was implemented as a dynamic website using the WordPress Content Management System (CMS). This approach allowed the company administrator to manage and update content efficiently. To support the website's advanced functionalities, several essential plugins were integrated. Visual structures were built using Spectra and Stackable Gutenberg Blocks, while user interactions were facilitated through Fluent Forms for the contact section and the Tidio plugin to operate the live Chatbot FAQ. Additionally, backend performance and security were optimized using LiteSpeed Cache, Akismet Anti-Spam, and WPvivid Backup. A representative display of the finalized main landing page is shown in Figure 7 :

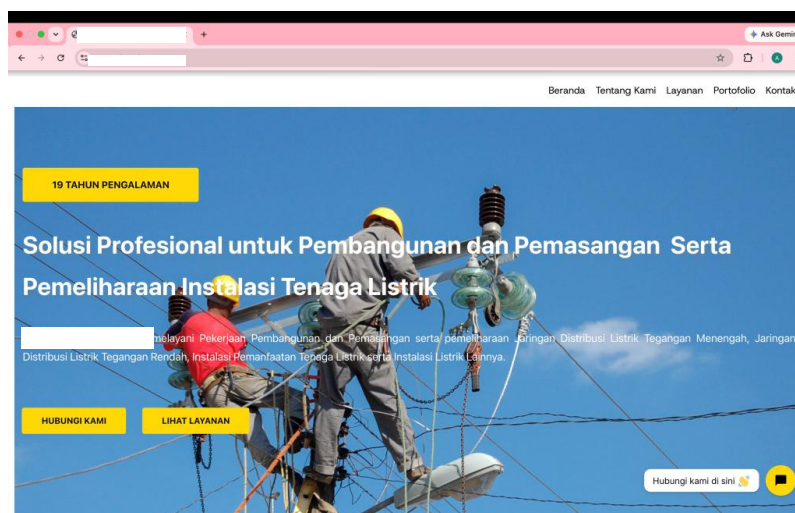


Figure 7 Live Hosted Website

3. UAT : Alpha Testing Result

Once deployed, the system underwent internal Alpha Testing using a Black-Box approach by three representatives. The evaluation focused on verifying functional correctness and interface usability without examining the underlying source code. A representative example of the test case result utilized during this phase, specifically for the "Beranda" page, is presented in Table 5:

Table 5 Test Case Result of "Beranda" Page

TEST CASE CHECKLIST "BERANDA" (TC-AT-01)		
Evaluation Aspect	Expected Result	Actual Result
Main Visual Identity	The website successfully displays the PT XYZ logo, the corporate color scheme (yellow, black, blue and consistent typography.	As Expected
Main Content Preview	The brief profile component, electrical services preview, and competitive advantage points are fully displayed on the front page.	As Expected
WhatsApp Integration in Consultation Block	The integration successfully redirects the user and opens the company's WhatsApp.	As Expected

The overall functional feasibility of the system was then measured using the Effectiveness Value calculation (Agil Sakinah et al., 2024). The system achieved a perfect 100% score across all tested modules, confirming that all navigational elements and interactive features operated without technical defects. Following a minor editorial refinement on the homepage's "Tentang Kami" preview requested by the Director, the website was cleared for external evaluation. The overall results of the Alpha Testing are summarized in Table 6 :

Table 6 Overall Result of Alpha Testing Score

Testing Page	Test Code	Total Scenarios	Successful Scenarios	Effectiveness Value
"Beranda"	TC-AT-01	3	3	100 %
"Tentang Kami"	TC-AT-02	3	3	100 %
"Layanan"	TC-AT-03	2	2	100 %
"Portfolio"	TC-AT-04	4	4	100 %
"Kontak"	TC-AT-05	3	3	100 %
Chatbot FAQ	TC-AT-06	3	3	100 %

4. UAT : Beta Testing Result

Beta Testing Result Following the internal validation and refinement process, the website was officially deployed to a live hosting environment and proceeded to the Beta Testing stage. This phase involved three external B2B clients who had previously collaborated with PT.XYZ. The evaluation functioned as a strategic validation to assess the website's effectiveness in establishing brand credibility. The assessment was based on seven dimensions: Trustworthiness, Transparency, Expertise, Organizational Support, Consistency, Relationship Support, and Overall Acceptance. A representative summary of the Beta Testing outcomes is provided in Table 7:

Table 7 Beta Testing Result

BETA TESTING EVALUATION RESULT: BRAND CREDIBILITY ASPECT		
Evaluation Aspect	Expected Outcome	Result
Trustworthiness	Does the profile data, legal documents, and portfolio gallery successfully build the evaluator's confidence?	1. Good, 2. Valid & Appropriate.
Transparency	Does data openness and ease of interaction within the site increase trust?	1. Good, 2. Concrete & Complete Data
Expertise	Do the service description content and track record successfully prove	1. Good,

BETA TESTING EVALUATION RESULT: BRAND CREDIBILITY ASPECT		
Evaluation Aspect	Expected Outcome	Result
	competence in the electrical field?	2. Experienced Workforce, 3. Meets Expectations.
Organizational Support	Does the visual interface represent resource readiness and the company's service commitment?	1. Very Good, 2. Professional, 3. Meets expectations.
Consistency	Does the combination of graphic design, information messages, and communication features feel harmonious?	1. Very Good, 2. Appropriate Logo Design, 3. Meets expectations.
Relationship Support	Do the FAQ Chatbot widget and WhatsApp integration successfully strengthen two-way interactions?	1. Smooth, 2. Open Communication, 3. Meets expectations.
Overall Acceptance	Overall, is the website feasible to become the official media in building public reputation?	1. Very Good, 2. Feasible, 3. Meets expectations.

The overall website acceptance level was calculated using the Acceptance Rate formula. Based on the evaluation, the system yielded a perfect Acceptance Rate of :

$$Acceptance\ Rate = \frac{7}{7} \times 100\% = 100\%$$

The external evaluators confirmed that the transparent presentation of legal documents and structured project portfolios successfully proved the company's technical competence, making the platform highly feasible to serve as an official digital representation without requiring further structural or functional revisions.

The successful implementation and evaluation of the dynamic website demonstrate that the SDLC Prototyping model effectively bridges technical software engineering with B2B digital marketing objectives. By relying on continuous iterative feedback, the development process ensured that the final platform precisely aligned with the operational needs of a service-based company (Pressman & Maxim, 2020). This outcome reinforces previous studies which state that iterative design and continuous user feedback significantly improve system development outcomes in industrial environments (Alfahri & Nisa, 2025; Subianto et al., 2023). Furthermore, the utilization of the WordPress Content Management System (CMS) proved highly effective in improving the operational efficiency of the corporate platform (Tomiša et al., 2019). Ultimately, selecting an appropriate prototyping model is a fundamental requirement for developing a reliable B2B digital infrastructure that can adapt to evolving market demands.

To evaluate the system's overall acceptance, all collected data including user testing scores, observation notes, and post-exploration interview feedback were analyzed using the qualitative data analysis model proposed by Miles and Huberman, encompassing data reduction, data display, and conclusion drawing. The reduced data confirmed that all functional parameters and brand credibility indicators were successfully fulfilled. The involvement of six participants (three internal and three external) was sufficient to reach data saturation, aligning with the theoretical premise that major themes in qualitative research consistently emerge within the first six participants (Creswell & Creswell, 2023; Guest et al., 2006). Notably, this study introduces a novel perspective by repositioning User Acceptance Testing (UAT). While previous technical studies typically utilize UAT merely as a conventional bug-checking procedure to verify software functionality (Aldisa, 2022; Hikmal et al., 2025; Rifai et al., 2024; Wahyudi & Alameka, 2023), this research elevates Alpha and Beta Testing into strategic qualitative instruments for validating business reputation. The perfect functional testing scores signify not only technical reliability but also the website's readiness to project corporate competence from the first digital interaction.

Furthermore, the qualitative analysis definitively confirmed that a well-structured dynamic website functions as an active branding strategy capable of operationalizing the core dimensions of brand credibility. Transparency, Trustworthiness, and Expertise are empirically reinforced through the open presentation of verified legal documents and a chronologically detailed project portfolio (Erdem & Swait, 2004; Hussain et al., 2020a; Kang et al., 2021). The findings demonstrate that a B2B website is not merely an information platform but a strategic instrument capable of transforming market skepticism into trust, which is critical since brands in B2B markets serve as primary indicators of reliability (Kotler & Pfoertsch, 2006). Additionally, interactive features such as the FAQ Chatbot and direct WhatsApp links actively demonstrate Organizational Support and Relationship Support by providing frictionless, round-the-clock B2B communication channels (Aaker, 2004; Morgan & Hunt, 1994). This aligns with theoretical perspectives

emphasizing that two-way interaction and responsive digital touchpoints significantly deepen the relationship between users and the brand identity (Voorveld et al., 2013; Ye et al., 2019). Ultimately, this comprehensive digital platform ensures that PT. XYZ's credibility in the B2B industry is strongly secured by the reliability of its digital infrastructure.

V. CONCLUSION AND RECOMMENDATION

This study concludes that the development of a dynamic website successfully serves as a branding strategy to establish the brand credibility of PT. XYZ in the B2B sector. Utilizing the five iterative stages of the SDLC Prototyping approach namely Communication, Quick Plan, Quick Design and Modeling, Construction of Prototype, and Deployment, Delivery, and Feedback, ensured that the company's specific operational needs were accurately translated into the platform's features. Validated through external Beta Testing, the website effectively operationalizes seven core dimensions of brand credibility: Trustworthiness, Transparency, Expertise, Organizational Support, Consistency, Relationship Support, and Overall Acceptance. The transparent presentation of legal compliance documents and project portfolios directly reduces client skepticism, while interactive channels such as the Chatbot FAQ and WhatsApp integration provide responsive communication that reinforces organizational support. Ultimately, the study proves that a well-structured digital platform functions beyond mere technological utility, acting as an active strategic instrument to build a professional and trustworthy reputation in the dynamic B2B market.

Based on these findings, several recommendations are proposed for continuous improvement. For the company, it is suggested to enhance the website by adding a dedicated "Client Case Studies" or "Testimonials" section to provide stronger social proof, along with a corporate news page to actively position the firm as an industry expert. For future developers, subsequent system iterations should consider integrating a Customer Relationship Management (CRM) tool to track business leads, implementing comprehensive Search Engine Optimization (SEO), and upgrading the rule-based chatbot into a fully AI-powered agent to handle complex B2B inquiries more efficiently. Finally, for future researchers, applying quantitative methods to measure the website's direct impact on B2B conversion rates, or conducting longitudinal studies on long-term client retention, would provide deeper empirical insights into the continuous effectiveness of B2B digital branding strategies.

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