

Improving Brand Trust Through the Creation of a Landing Page Using React for PT Haebot Teknologi Indonesia Blitar

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ABSTRACT

This study investigates a B2B brand trust deficit at PT Haebot Teknologi Indonesia, a provider of specialized CNC machinery, stemming from a fragmented digital presence on B2C-oriented platforms that failed to communicate technical expertise and provide transactional assurances. Using a two-cycle action research methodology, a professional, long-form sales landing page was developed using the React framework to serve as a centralized, authoritative digital asset. The intervention's effectiveness was evaluated using a purpose-built questionnaire administered to 15 stakeholders. The initial cycle revealed a critical paradox, while aesthetic and identity-based signals (Authenticity, Consistency) were successfully established, the intervention failed to build foundational trust due to the absence of explicit warranty and risk information. The second cycle rectified these deficits by adding an after-sales policy section and product-level risk warnings. Post-intervention analysis showed that the previously weakest pillars, Transparency and Reliability, improved to perfect mean and median scores of 1.0. The study's primary contribution is a proposed hierarchical model of B2B digital trust, suggesting that for a technical audience, transactional assurances that mitigate risk function as a prerequisite for trust, rather than as an additive component. Their absence appears to constitute a functional veto that nullifies the positive effect of other brand-building signals.

Keywords: Brand Trust; Landing Page; React; B2B Marketing; Action Research

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INTRODUCTION

The digitalization of commerce has elevated a company's digital presence from a peripheral channel to a primary indicator of its competence and reliability (Ha, 2020). In technical B2B industries, where purchasing decisions involve significant financial and operational risk, brand trust is the central factor in partner selection. This trust is a confident belief in a brand's ability to deliver on its promises (Keller & Swaminathan, 2020). However, many B2B businesses, particularly Small and Medium Enterprises (SMEs), attempt to build this trust using disparate platforms designed for B2C engagement, leading to information fragmentation that erodes credibility.

Research within the local SME context confirms that developing a centralized website is a key strategic intervention to consolidate promotional efforts and create a more professional digital presence (Aini & Pribadi, 2017). This study addresses a case at PT Haebot Teknologi Indonesia where such a centralized asset was absent. A preliminary audit of its digital channels revealed a profound trust deficit. The company's presence on platforms like WhatsApp and Instagram lacked core transactional assurances. This sub-optimal use of digital channels, where platforms are used without a clear strategy for communicating value, is a recognized challenge for SMEs that can hinder customer acquisition (Amalia & Pribadi, 2022). This forced PT Haebot's professional B2B audience into high-friction communication channels to seek fundamental information, actively undermining trust.

A dedicated landing page serves as a strategic instrument to counter this fragmentation. Furthermore, in a technical B2B context, the digital asset itself functions as a performance-based signal. Aligning with signaling theory, the quality, performance, and structural integrity of a company's primary digital presence are interpreted by clients as tangible evidence of the firm's own internal standards and operational competence (Dwivedi et al., 2023). An investment in a high-quality, custom-built digital presence signals a higher level of underlying capability than a generic, template-based site. Recognizing this, this research utilized the React framework to build a high-performance landing page, a choice intended to signal technical competence (Yusron & Wibowo, 2020). The study aims to design, implement, and evaluate this intervention to resolve documented trust deficits and propose a model for the structure of B2B digital trust.

METHODS OF RESEARCH

This study employs an action research methodology, focused on solving practical problems within an organizational context through a systematic, iterative process of planning, action, observation, and reflection (Cohen et al., 2018).

Data was collected using a purpose-built questionnaire administered to a purposively selected sample of 15 stakeholders, including the business owner, marketing and IT experts, employees, and B2B clients. The questionnaire's structure was derived from the "Seven Pillars of Trust in Brand Communication," a practitioner-developed framework. This model evaluates a brand across seven key dimensions: Transparency (openness and honesty), Consistency (uniformity of messaging), Authenticity (genuineness of brand values), Responsiveness (timeliness of interaction), Relevance (alignment with audience needs), Integrity (ethical conduct), and Reliability (dependability of promises). To ensure academic rigor, this practical model was operationalized by grounding its pillars in foundational brand management theories (Aaker, 2011; Covey et al., 2006; Keller & Swaminathan, 2020).

The instrument utilized 28 dichotomous (Yes/No) indicators. The choice of a dichotomous scale

was a deliberate methodological decision. For a professional B2B client, certain trust signals function as non-negotiable prerequisites, a warranty either exists or it does not. A binary instrument is therefore more representative of this pass/fail decision-making logic. Furthermore, the objective of action research is to identify specific, actionable failures for correction. A neutral or mid-point response on a Likert scale can be ambiguous and fails to provide a clear mandate for action (Kusmaryono et al., 2022). In contrast, a 'No' response provides an unambiguous signal that a trust-building element has failed and requires intervention, prioritizing diagnostic clarity over statistical nuance. Dichotomous responses were converted to numerical values (1=Yes, 0=No) to calculate mean and median scores. Qualitative data from open-ended questions underwent thematic analysis to explain the quantitative results.

RESULT AND DISCUSSION

The research was conducted over two action research cycles.

1) Cycle 1 Findings

The initial deployment of the landing page was a qualified success in terms of brand presentation. As shown in Table 1, the intervention achieved exceptionally high mean scores in pillars related to aesthetic and identity signals, particularly Authenticity (1.0), Integrity (0.98), and Responsiveness (0.98). This quantitative success was mirrored in qualitative data, which contained no negative feedback regarding the user interface, brand voice, or overall professionalism. This indicates that the visual design and messaging were perceived as coherent and genuine, establishing an effective aesthetic foundation.

However, this surface-level professionalism masked a fundamental functional failure to provide the information required for transactional trust. The quantitative scores, when explained by the qualitative feedback, pinpoint the precise points of failure.

The pillar's low mean score (0.82) is a direct result of the initial page's failure to communicate product risks. The qualitative analysis provides a direct causal explanation, with respondents explicitly demanding information on "*resiko dan mungkin hal2 yang berkaitan dgn potensi kerugian sisi customer*" (risks and matters related to potential customer-side losses).

Despite a high mean score for Reliability (0.98), the qualitative data revealed a critical deficit. Respondents explicitly requested "After Sales" policies and a "*masa garansi*" (warranty period). This reveals that while the brand's promises were perceived as achievable, the lack of explicit, verifiable commitments constituted a significant unresolved information gap. For a B2B audience, reliability requires verifiable assurance, which was absent.

Table 1. Summary of Pillar Mean Scores Across Cycles

Pillar	Cycle 1 Mean	Cycle 2 Mean
Transparency	0.82	1.00
Consistency	0.95	0.98
Authenticity	1.00	1.00
Responsiveness	0.98	1.00
Relevance	0.90	1.00
Integrity	0.98	1.00
Reliability	0.98	1.00

(Source: Processed Data, 2025)

2) Cycle 2 Findings

Based on Cycle 1 feedback, the landing page was enhanced with a dedicated after-sales and warranty section and product-specific risk warnings. As demonstrated in Table 1, the post-intervention data showed a dramatic and comprehensive improvement. The previously weakest pillar, Transparency, improved from 0.82 to a perfect 1.00. The Reliability pillar, whose weakness was previously hidden in the mean score, also achieved a perfect 1.00, confirming the resolution of the transactional trust gap. Significantly, the qualitative data from this cycle was uniformly positive and contained no new requests for features or information, indicating that the audience's core requirements had been met.

The findings from the two research cycles provide key insights into the structure of B2B digital trust. The paradox from Cycle 1, where high scores in Authenticity and Consistency failed to compensate for critical failures in Transparency and Reliability, suggests a functional hierarchy among trust signals. This aligns with B2B purchasing theory, which emphasizes risk mitigation (Hallikainen et al., 2019). This study proposes a model where, for a technical audience, transactional trust signals function as a prerequisite. Signals related to identity and aesthetics appear to be secondary. Their absence in Cycle 1 constituted a functional veto that nullified the positive impression created by professional design (Faisal et al., 2017). This challenges a purely additive model of brand trust, suggesting instead a sequential model where transactional assurances must be established before identity-based assurances can have a meaningful impact (Portal et al., 2019).

Furthermore, the success of the enhanced landing page in Cycle 2 validates the role of a centralized digital asset in resolving information fragmentation. This finding is consistent with broader digital transformation trends among SMEs, where dedicated e-commerce systems are utilized to overcome the limitations of conventional sales methods (Pribadi et al., 2022). By consolidating all business commitments into one platform, this approach eliminates the friction that defined the company's previous multi-platform strategy and establishes the single, authoritative source of truth required to build brand equity (Aaker, 2011).

CONCLUSION

This study concludes that for the specific case of PT Haebot Teknologi Indonesia, the documented B2B brand trust deficit was successfully resolved through the iterative development of a centralized, high-performance landing page. The research process revealed that an aesthetically professional digital presence is insufficient if it fails to explicitly communicate risk-mitigating transactional assurances. The findings lead to the proposition of a hierarchical model of digital trust for technical B2B audiences, where verifiable assurances regarding warranties and product limitations function as a prerequisite layer of trust. By strategically consolidating this information, the landing page achieved its central research objective. For future research, a quantitative study with a larger sample size is recommended to statistically validate the proposed hierarchical relationship.

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