

ABSTRACT

In this new millennium, almost every business is related to Information Technology (IT). As the old proverb "IT has to support the business" has changed to "Business should align with IT development to achieve competitive advantage", every aspect of business tries to align with the development of IT nowadays, including building website and changing to E-Commerce.

PT. Propan Raya Industrial Coatings and Chemicals, as a leading surface coating company with its distributor network throughout Indonesia, has a website formerly developed to expand its market through internet. Recently Propan Raya intended to improve the website to increase brand awareness of Propan Raya, provide good product information to customer, and provide a better customer support system in the website.

This website improvement research covered certain aspect from general website improvement. It addressed two areas: the Awareness Level and the Web Improvement. The awareness level test was used to find out how far do Propan Raya customers know the website (the awareness level of the website), while the web improvement research was used to find out any improvement needed concerning the design and the content of www.propanraya.com. The outputs of this study were recommendations about improvements needed in Propan Raya's website.

Keywords: brand awareness, product information, customer support system, firebrand, web usability.