

ABSTRACT

Global Muslim consumers have spent \$ 26 billion on cosmetic consumption in 2012 which showed that 5.7 per cent of global spending and is expected to reach \$ 39 billion by 2018. Indonesia is a country that has the largest Muslim population in the world. This situation is certainly affect the increasing need and demand for halal market in Indonesia.

In this study, using the approach of Quality Function Deployment (QFD) using variable SCOR. That where SCOR is used as a reference model for measuring the performance of a supply chain, and used only by a Level 1 because at this level do the definition of basic competition to be achieved along with instructions and how to meet from the competition.

The samples in this study were drawn sample of 100 respondents to determine what variables are desired and needed by consumers.

After processing the data, obtained 11 customer requirements and there are 10 technical requirement that after having conducted interviews with expert / specialist applications. In addition there are 32 relationship between customer requirements and technical requirements.

Research results obtained the company can create e-SCM applications with priority characteristics are menu / feature information about refunds clear explanation applicable terms and conditions that are required to have in the application.

Keyword : e-SCM, Customer Requirements, Halal Cosmetics, Quality Function Deployment (QFD), Supply Chain Operations Reference Model