Identification of Retailer Needs for Influential Logistics Activities in the Implementation of Halal Logistics for Perfume Products Using the Fuzzy QFD (Quality Function Deployment) Method

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Abstract: Determining the needs of retailers in implementing halal logistics can be identified using the Fuzzy QFD (Quality Function Deployment) method. Assessment of retailer needs was carried out by 3 sources. Then the results of the assessment are translated into Fuzzy numbers and then the HOQ matrix is designed. Based on the research conducted, obtained 7 retailer needs and 13 technical characteristics that influence the implementation of halal logistics. Then from 4 kinds of levels of relationship between each technical characteristic, 2 kinds of assessments were obtained, namely the level of strong positive and weak positive relationships. Assessment of the strength of the relationship between each retailer's needs and logistics activities in the context of implementing the halal logistics system for the value of the "Very Strong" relationship can be seen in the relationship between special packaging and ordering costs and special packaging with guaranteed goods condition. As for the value of the strength of the "Medium" relationship, it can be seen in the relationship between the concoction according to the wishes of consumers with the ordering fee and the halal guarantee fee with the ordering fee.


INTRODUCTION

Indonesia is one of the countries with the largest population in the world. The population with the largest number has different types of religion. One of the religions adhered to by the people of Indonesia is Islam. According to the results of the 2010 population census, around 87.18% of the total population in Indonesia adheres to Islam (www.sp2010.bps.go.id). Thus, the influence of culture, traditions and certain rules in Indonesia conform to the rules adopted by Islam.

Islam has 3 categories in consuming products for the Muslim population, namely halal, haram and syubhah. Halal is something that is justified in Islam. Haram is something that is prohibited/not recommended in Islam. While syubhah is something that is still in doubt. This can be seen from the material or the way of making a product.
According to the Halal Products Law number 33 of 2014 concerning Halal Product Assurance, the definition of a product is goods and/or services related to food, drink, medicine, cosmetics, chemical products, biological products, genetic engineering products, as well as goods used for use, used, or exploited by the community. Halal products are products that have been declared halal in accordance with Islamic law. In Islam, Muslim communities are only allowed to use halal products.

Products that are said to be non-halal can be seen from the process of obtaining these products and the raw materials used. According to the Halal Product Law number 33 of 2014 concerning Halal Product Guarantee (JPH), the process of halal products is a series of activities to ensure the halal product includes the following: Provision of materials, Processing, Storage, Packaging, Distribution, Sales and Presentation of products.

According to Bowersox (2000), logistics is a strategic management process for the transfer and storage of goods, spare parts and finished goods from suppliers, between company facilities and to customers. Meanwhile, halal logistics is all activities in the product logistics process that must comply with Islamic rules. Halal in logistics activities is seen in halal activities during the delivery process, halal when the product is in the warehouse, and halal retail (SIRIM, 2010).

Along with the development of lifestyles and the development of globalization, the use of perfume is a must for every level of society from the old to the young regardless of economic status. This has resulted in an increase in the need for perfume so that new retailers appear that offer perfume at affordable prices that can be used by all levels of society. Usually perfume is sold in the form of refills which are available at perfume retailers, directly available in several shops with brands that are generally known. Generally, sales of perfume refills (refill) are more desirable. This is because consumers can freely choose the aroma and quantity according to their wishes.

One of the perfume retailers that provides perfume in refill packaging at relatively affordable prices is "AZWARS Perfume". The source of the perfume is obtained from perfume manufacturers from Switzerland, the Netherlands and France. The process of sending the source of perfume from abroad by ship is carried out once a month for 7-10 days of delivery. The source of the perfume is packaged in bottles of 20 kg and then put in a box so that during the shipping process there is rarely damage to the source of the perfume. An example of refill perfume sold by AZWARS Perfume retail can be seen in Figure 1.

The increasing need for perfume itself has made perfume retail compete with each other to be able to improve the guarantee of the halal quality of the perfume they sell. The goal is for retailers to be able to maintain and maintain halal logistics processes that can be used for a long time to come. This increase in halal quality assurance can be seen, one of
which, can be seen from the perfume logistics process, such as how to order the source of the perfume, the process of storing the perfume while it is in the warehouse, and the process of distributing the perfume until the perfume ordered reaches the retailer.

Perfumes sold by retailers usually only contain perfume mixed with alcohol according to consumer demand. The purpose of mixing perfume with alcohol is to maintain the durability of the perfume used. However, the process of mixing perfume and alcohol will result in contamination of the perfume so that the perfume becomes not halal due to the use of alcohol which is prohibited in Islam. The process of mixing perfume with alcohol causes perfume products to not be guaranteed halal in terms of packaging.

Another factor that causes perfumes to be non-halal can be seen from the perfume logistics process, namely the perfume delivery process. During the process of sending perfume, the delivery service generally does not pay attention to the cleanliness of the cargo used. Lack of awareness of cleanliness that is not in accordance with Islamic law regarding cargo conditions results in perfume products not being guaranteed halal. Uncertain halal factors in terms of packaging and cleanliness result in non-achievement of the halal logistics process.

Halal logistics must be prepared by all logistics players. Halal logistics can be fulfilled if the conventional logistics system carried out by logistics players has been arranged in advance according to the conventional logistics system that should be. So that if the conventional logistics system carried out by logistics players is in accordance with the conventional logistics system it should be, Muslim consumers no longer need to question whether the perfume products used now are in accordance with halal rules or not. This is because the products sold by perfume retailers are in accordance with halal rules.

Thus, perfume retailers need to prepare all the necessary requirements, namely how the halal logistics process should be. The needs of retailers that need to be prepared include the process of ordering perfume, the storage process and the distribution process in sending perfume to comply with halal rules based on logistics.

LITERATURE REVIEWS
Logistics

According to Gunawan (2014), the word logistics comes from the Greek "logos" which means "ratio, words, calculations, reasons, talks, orations". Logistics is the art and science of organizing and controlling the flow of goods, energy, information and other resources, such as products, services and people, from sources of production to markets with the aim of optimizing the use of capital. Manufacturing and marketing will be difficult without logistical support. Logistics also includes the integration of information, transportation, inventory, warehousing, reverse logistics and packaging. Manufacturing and marketing processes will be difficult without support from logistics. Logistics' mission is to get the right goods, at the right time, with the right amount, the right conditions, at an affordable cost, while continuing to contribute profit to logistics service providers. Logistics is a strategic management process of moving and storing goods, spare parts and finished goods from suppliers, between company facilities and to customers (Bowersox, 2000).

Meanwhile, according to Kasengkang (2016), logistics is the art and science of goods, energy, information and other resources, such as products, services and people, from sources of production to markets with the aim of optimizing the use of capital.

Activities contained in logistics include customer service, demand forecasting, inventory management, logistics communications, material handling, order processing, packaging, selection of plant and warehouse site locations, procurement/purchasing, reverse logistics, transportation, warehousing & storage (Gunawan, 2014).
Halal

'Halal' comes from Arabic which means permissible or permissible (Department of Islamic Development Malaysia (JAKIM), 2012). Halal are things or actions that are permitted by sharia Law/Islamic Law and must be done to show an obligation towards the Islamic religion. The halal aspect is not only limited to food product ingredients but also includes anything related to food products and must comply with Islamic rules.

According to Alam and Sayuti (2011), "halal comes from Arabic which means permissible or permissible. Halal itself is not only limited to food product ingredients but also includes matters related to food products and must comply with Islamic rules. Based on the halal principle according to HIDC (Halal Industry Development Corporation) (2012), everything related to halal food or/and non-food products must comply with Islamic rules including logistics activities for halal products. Logistics activity is one of the entities in the product supply chain. How to serve Halalan-Toyibban products to end consumers, all parts in the halal supply chain for halal products must be carried out in accordance with halal best practices including in logistics activities.

Halal Logistics

Halal logistics is the process of managing the procurement, movement, storage and movement of materials, livestock and semi-finished goods both food and non-food supplies along with related information and documentation flow through company organizations and supply chains that comply with the general principles of sharia (Tieman et al., 2012).

According to SIRIM (2010), the halal supply chain for halal products must be entirely based on the best halal practices including in logistics activities, which are part of the supply chain of these halal products. These activities include halal in the distribution process, halal during storage in warehouses, and halal from retailers. The aim of halal in the supply chain is to uphold halal integrity to ensure high quality halal products to Muslim end users. Retail activities in halal logistics are like customer service activities that offer value added benefits to the supply chain in a cost effective way.

QFD method

QFD (Quality Function Deployment) is a technique for product or service development, brand marketing, and product management (Kahraman, 2009). QFD is a step taken to design a process in response to customer needs. QFD will later produce a process improvement that can enable the organization to exceed customer expectations so that it can not only meet all customer expectations, but also try to exceed customer expectations as a way to compete, so that it is hoped that consumers will not refuse and there will be no complaints from customers. Tutuhanewa, 2010).

QFD is a structured product/service planning and development method that allows the development team to clearly define these needs and expectations and evaluate the ability of the product or service systematically to meet these needs and expectations (Arini, 2003). Meanwhile, according to Nasution (2001), Quality Function Deployment is a structured process or mechanism for determining customer needs and translating those needs into relevant technical requirements, where each functional area and organizational level can understand and act.

The roof of the HOQ describes the technical correlation of each technical characteristic. The aim is to see how a technical characteristic can affect other technical characteristics. The types of relationships in this matrix are (Cohen, 1995).

a. Positive strong relationship
b. Weak positive relationship
c. No connection
d. Negative weak link

e. Negative strong relationship

**Fuzzy Logic**

Fuzzy logic is logic that deals with the concept of partial truth, where classical logic states that everything can be expressed in terms of binary numbers (0 or 1). **Fuzzy** logic allows membership values between 0 and 1. Various theories in the development of fuzzy logic show that basically fuzzy logic can be used to model various systems (Djunaidi et al., 2005).

Fuzzy logic is considered capable of mapping an input into an output without ignoring existing factors (Yazid, 2009). According to Frans (2006), fuzzy set theory is a mathematical framework used to present uncertainty, ambiguity, inaccuracy, lack of information. The concept of fuzzy assessment was chosen in determining the level of consumer perceptions and expectations because the range of values used in fuzzy is able to bridge between one's predictions and the data to be processed. According to Yulianto (2008), fuzzy logic has a simple mathematical concept that is easy to understand, very flexible to fix, and provides excellent control compared to other techniques. Fuzzy logic can also be combined with some conventional techniques. Fuzzy logic is capable of modeling complex nonlinear functions and has tolerance for imprecise data.

**METHOD**

Preliminary study is the initial stage in conducting research. The preliminary study carried out was to identify retailers who are registered and have a Trading Business License (SIUD) at the Padang City One-Stop Investment and Integrated Services Agency (BPMPTSP). Identification was carried out by conducting interviews with one of the BPMPTSP employees. Observations were also made by conducting interviews with one of the perfume retailer sources in the city of Padang, namely the AZWARS perfume retailer to find out the business processes, transportation systems and inventory systems of perfume products at these retailers.

The data collected in this study are the perfume logistics process, the need for retailers to implement halal logistics and the relationship matrix weight values. The perfume logistics process is information related to the process of ordering perfume from perfume manufacturers, storage in warehouses and distribution of perfume until the goods arrive at retailers. Information about the perfume logistics process was obtained through interviews with one of the perfume retailers in the city of Padang.

After collecting data through questionnaires, the next step is to process the data. Data processing is done using the Fuzzy QFD method. In the Fuzzy QFD method the results of the questionnaire assessment are converted into a single value so that it can describe the research carried out. Furthermore, the assessment of retailer needs that has been translated into Fuzzy Logic is included in the HOQ matrix. The results of designing the HOQ matrix aim to find out the needs of retailers who have the most influence on the implementation of halal logistics.

The analysis was carried out using the results of the questionnaire that was given to the three informants from the filling in of the data carried out. Then from the data obtained based on the questionnaire, a HOQ matrix was designed. After designing the HOQ matrix, Voice of Customer analysis is carried out, analysis of technical characteristics, and analysis of the relationship between each technical characteristic, as well as analysis of the relationship between retailer needs and technical characteristics.
RESULTS AND DISCUSSION

Voice of Customer analysis

Voice of Customer is the initial stage in designing a QFD. In the final project research conducted, Voice of Customer is a retailer's need in implementing halal logistics for perfume products. The consumers used in the study were AZWARS Perfume retailers who had a Trading Business License and were registered with BPMPTSP Padang City. The needs of retailers are adapted based on the RR Bruill research journal regarding Logistics Impact of Customer Perceptions which aims to find out what factors need to be prepared in implementing halal logistics.

Based on the adapted research journal, 9 factors need to be considered in implementing halal logistics. Furthermore, the retailer's need data is adjusted to the problems that exist in AZWARS Perfume retailers to find out halal logistics by conducting interviews with one of the employees. After conducting interviews, 7 kinds of needs were obtained that AZWARS Perfume retailers needed to consider in implementing halal logistics for their perfume products. The retailer needs obtained were then translated into a questionnaire which would later be filled in by 3 informants, including Store Manager retailer AZWARS Perfume, academics (Pharmacy Lecturer of UNAND), pharmaceutical admin of PT Indah Logistik Cargo.

The needs of retailers that need to be prepared to support halal logistics for perfume products can be seen in Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Retailer Needs</th>
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<tbody>
<tr>
<td>1</td>
<td>Mix according to the wishes of consumers</td>
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<tr>
<td>2</td>
<td>Separation of perfumes and alcohol on different shelves</td>
</tr>
<tr>
<td>3</td>
<td>Separation of perfumes and alcohol in warehouses and storage different</td>
</tr>
<tr>
<td>4</td>
<td>LPPOM MUI halal guarantee fee</td>
</tr>
<tr>
<td>5</td>
<td>Special packaging</td>
</tr>
<tr>
<td>6</td>
<td>Notification of perfume distribution process to consumers</td>
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<tr>
<td>7</td>
<td>Notification of perfume storage process to consumers</td>
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</tbody>
</table>

Part 1 on the needs of retailers, namely "concoction according to the wishes of consumers", meaning the quantity and quality of ingredients according to what consumers want, such as the cost of ordering for each ingredient and the cost of shipping goods in 1 order. Part 2 "separation of perfume and alcohol on different shelves" means that when storing and shipping goods, perfume and alcohol are placed on different shelves. This aims to avoid mistakes in using the same bottle to store perfume or alcohol. While part 3 is 'separating perfume and alcohol in different warehouses and storages'. In sections 2 and 3 the aim is that the perfume does not get airborne contamination from alcohol because alcohol is very volatile in the air.

While part 4 "halal guarantee fee LPPOM MUI" is the use of halal labels on each type of source provided by the AZWARS Perfume retailer as well as the logistics process in sending the source. This is intended so that consumers do not have to worry about the source of the perfume used because the material content and the logistics process used by AZWARS Perfume retailers are in accordance with halal rules. This can be obtained from LPPOM MUI (Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council) to take care of halal standardization. Section 5 is “special packaging”, meaning packaging used in the perfume delivery process. This is due to shipments of perfume originating from abroad using aluminum bottles, so that it has the possibility of spilling or during the shipping process resulting in damage to other products. So that AZWARS Perfume retailers cannot suffer losses due to a lack of quantity against the volume of source ordered.
and perfume retailers do not need to pay compensation for damage to other products due to spilled perfume. Another goal is to avoid the risk of contamination due to hygiene factors.

Furthermore, in section 6, namely "notification of the perfume distribution process to consumers", and section 7, namely "notification of the perfume storage process to consumers". This is made so that the data owned by AZWARS Perfume retailers is transparent, so that consumers will feel comfortable working with retailers and put more trust in AZWARS Perfume retailers because every logistical process and material used in the manufacture of perfumes is in accordance with halal rules.

Technical Characteristics Analysis

The technical characteristics in this study are divided into 3 categories, including ordering, transportation, and warehouse and storage. Each category is divided into several aspects. An explanation of each category contained in the research is attached to the research questionnaire. It is intended that informants can understand the intent of each of the technical characteristics used in the research.

The aspects contained in the order include the cost of ordering, the cost of risk of damage and the accuracy of product volume. Ordering costs are costs incurred in carrying out each activity of ordering goods starting from placing an order until the goods are available. Damage risk costs are costs that can arise if damage occurs during the distribution process until the goods reach the retailer. The accuracy of the product volume is the suitability between the quantity and the orders made until the goods reach their destination.

The transportation category consists of 4 aspects, including the availability of transportation, the condition of the transportation used, the type and type of transportation, the timeliness of delivery, and the guarantee of the condition of the goods. The availability of transportation is the availability of transportation that will be used in the process of sending goods from and within the country. The condition of the transportation used is the condition of the transportation that will be used to process the delivery of goods, this condition can be seen from whether the transportation used is clean and not contaminated with unclean. The type and type of transportation, namely the type of transportation used by the driver for all processes of sending goods. Timeliness of delivery is the timeliness of the goods to their destination according to a predetermined time. Goods condition guarantee is a guarantee given by the goods delivery service for the condition of the goods sent until the goods reach their destination.

Meanwhile, the warehouse and storage category consists of 5 aspects. These 5 aspects include putting away, storage, sorting, and inventory management costs. Provision (put away) is the placement of goods in a storage location. Storage (storage) is the physical form of goods stored before there is a request. Order picking is the process of taking goods from the warehouse on request. Sorting is batch picking into individual orders and accumulation of distributed picking due to the large variety of items. Inventory management costs, namely costs associated with managing the supply of perfume and alcohol while they are in the storage warehouse.

Relationship Analysis Between Each Technical Characteristics

Analysis of the relationship between each technical characteristic using the level of positive strong relationship, the level of positive weak relationship, no relationship, the level of strong negative relationship, and the level of negative weak relationship. A strong positive relationship (√√) is used when a technical characteristic has a major influence on increasing or decreasing other technical characteristics. A weak positive relationship (√) is used if a technical characteristic does not have such a large influence on the increase or decrease in other characteristics. No relationship is used if a technical characteristic does not affect other technical characteristics. A negative strong relationship (XX) is used if a technical
characteristic has increased, it will have a major effect on other technical characteristics. Weak negative relationship (X) is used when a technical characteristic has increased, affecting the increase or decrease in other technical characteristics.

Based on the assessment carried out obtained 10 relationships from each technical characteristic. The relationship contained in each of these technical characteristics is only 2 of the 5 technical characteristics that exist in the QFD design, namely the level of positive strong relationship and the level of positive weak relationship. The level of a strong positive relationship can be seen in the relationship between the technical characteristics of ordering costs with the accuracy of product volume, the availability of transportation with the punctuality of delivery, and storage with inventory management costs.

The level of relationship between ordering costs and the accuracy of product volume is a strong positive. Ordering costs affect the accuracy of the product volume. This is because the total costs incurred when a retailer places an order will depend on the volume quantity of the product (starter and alcohol) ordered. This means that the more quantity of product volume ordered, the higher the ordering cost of the product. The level of relationship between ordering costs and transportation availability has a strong positive relationship. Where the cost of ordering will be large if the quantity of orders made is more than the maximum quantity quantity of delivery determined by the delivery service. And the cost of ordering will be smaller if the retailer places an order on a large scale.

The level of relationship between the availability of transportation with the timeliness of delivery is positive. This means that the goods will be delivered on time by the producer if the transportation owned by the cargo party is available. So that the goods will arrive on time according to the time needed by the retailer. However, if the transportation owned by the cargo party is not available when the delivery process is supposed to be carried out, then the goods cannot be sent according to the initial approval of the goods to the retailer. Furthermore, the relationship between storage (storage) and inventory management costs. Inventory management costs will be even greater if the retailer does not take forecasting into account when ordering goods which results in goods piling up in the storage warehouse.

The level of positive weak relationship can be seen in the relationship between the cost of damage risk and the accuracy of product volume, the accuracy of product volume with the conditions of transportation used, the accuracy of product volume with guaranteed condition of goods, the availability of transportation with the conditions of transportation used, the availability transportation with the type and type of transportation used, as well as the conditions of transportation used with the timeliness of delivery.

The relationship between ordering costs and timeliness of delivery means that the shipping costs incurred by retailers will be greater if the process of avoiding ordering goods is repeated in a small volume of orders. So that perfume retailers should be able to avoid this by ordering goods with a large volume of orders in one delivery so that ordering costs can be minimized if the need for perfume sources increases. The relationship between the cost of damage risk and the accuracy of product volume is that perfume retailers need to pay for the risk of damage to goods sent to other branch perfume retailers if damage occurs during delivery of goods. This means that the perfume retailer needs to pay compensation to the branch perfume retailer, this is because the quantity of perfume does not match the quantity of perfume ordered because the perfume spills during the delivery process. This can be avoided if the perfume retailer does special packaging for the source of the perfume which will be sent long distances so that the risk of spilled perfume cannot occur.

The relationship between the accuracy of product volume and the condition of the transportation used is that the volume of perfume products when shipping goods to branch retailers can be reduced if the transportation used for shipping goods experiences an accident or the maximum quantity in shipping goods for the type of transportation used exceeds the
maximum limit. This will result in the transportation being used to be full and there will be a risk that the volume of the primary product to be sent will experience a lack of volume. However, this can be avoided if the perfume retailer can carry out special packaging using wood for the aluminum bottles that are the source of the perfume to be sent so that the risk of deficiencies in the accuracy of the volume of the product can be avoided if the delivery of the source of the perfume is overcrowded.

The relationship between the accuracy of product volume and the guarantee of the condition of the goods means that if the logistics does not guarantee damage that occurs during the delivery process, for example the quantity of goods ordered is not appropriate due to bad conditions so that the product volume decreases, then it will cause losses for AZWARS Perfume.

The relationship between the availability of transportation and the condition of the transportation used means that if the transportation conditions in the process of sending goods are not in good condition, then the delivery process can be delayed. The relationship between the availability of transportation and the type and type of transportation used is that if in the process of delivering goods the order quantity is large, so that the transportation used will be even greater, if at the time an order is made on a large scale the cargo cannot provide appropriate transportation, AZWARS Perfume can loss. The relationship between the condition of the transportation used and the timeliness of delivery means that if something unexpected happens during the delivery process, the delivery process will experience problems. This means that the goods cannot be delivered on time according to the agreement made before.

**Retailer Need Relationship Analysis and Technical Characteristics**

The relationship between retailer needs and technical characteristics can be determined using several relationships and values, including no relationship with a value of 0, possibly related to a value of 1, moderately related to a value of 3, and very strong relationship with a value of 9. Based on the research conducted, there are all criteria of the relationship between the needs of the retailer and the technical characteristics. The relationship between retailer needs and technical characteristics is "strong" if these technical needs greatly influence the existing technical characteristics. The relationship between retailer needs and technical characteristics has a "moderate" relationship if the technical needs do not have a significant effect on characteristics. While the relationship between retailer needs and technical characteristics "may be related" if these technical needs can affect the characteristics of a condition.

The value of the relationship between retailer needs and the technical characteristics of "Very Strong" can be seen in the relationship between special packaging with ordering costs and special packaging with guarantees for the condition of the goods. The value of the relationship between retailer needs and the "Moderate" technical characteristics can be seen in the relationship between the concoction according to the wishes of consumers and the cost of ordering and the cost of halal guarantees with the cost of ordering. As for the relationship between retailer needs and the technical characteristics of "Perhaps Related" can be seen in the relationship between concoctions according to the wishes of consumers and ordering costs, concoctions according to the wishes of consumers with the accuracy of product volume, concoctions according to the wishes of consumers with guaranteed product conditions, separation of perfumes and alcohol on different shelves with storage (storage), the separation of perfume and alcohol in the warehouse is different from the type and type of transportation used, the separation of perfume and alcohol in the warehouse is different from the put away, the separation of perfume and alcohol in the warehouse is different from the storage (storage), the separation of perfume and alcohol in the warehouse is different from
order picking, the separation of perfume and alcohol in the warehouse is different from the cost of managing inventory.

Furthermore, the value of the relationship between retailer needs and the technical characteristics of "Perhaps Related" can be seen in the relationship between special packaging and the accuracy of product volume, special packaging with the type and type of transportation used, special packaging with put away, notification of the perfume distribution process to consumers with the conditions of transportation used, notification of the perfume distribution process to consumers with the type and type of transportation used, notification of the process of storing perfume to consumers with the conditions of transportation used, notification of the process of storing perfume to consumers with the type and type of transportation used.

The value of the relationship between retailer needs and the technical characteristics of "Very Strong" can be seen in the relationship between special packaging and ordering costs. This is because perfume retailers need to pay more for packaging the source of the perfume using wood in the process of shipping goods. In addition, the perfume retailer will also incur compensation costs to the goods delivery service if during the delivery of the goods the perfume sent is spilled so that it will damage other products sent using the delivery service. The value of the relationship between special packaging and the guarantee of the condition of the goods is because some shipping services implement a "no claim" system for liquid products in the process of shipping goods so that if there is a shortage of product volume for the goods sent, the shipping service will not pay compensation because before the goods delivery process has been agreed upon by both parties.

The value of the relationship between retailer needs and the "Moderate" technical characteristics can be seen in the relationship between the mix according to the wishes of consumers and the cost of ordering. The quantity of perfume needed by the retailer will not be the same every time an order is made, if in certain circumstances the need for the source of perfume increases, the perfume retailer needs to work around this so that repeated shipments do not occur in 1 order period. You do this by placing orders on a large scale at a certain period, so that the costs incurred for ordering goods can be minimized. The value of the relationship between halal guarantee costs and ordering costs means that ordering costs for products using a halal label will require more costs than products that do not use a halal label. This is because products that use the halal guarantee label have standardized according to what is determined by LPPOM MUI by paying according to the stipulated conditions.

CONCLUSION

Based on the research conducted, it was obtained the strength of the relationship for each retailer's needs with logistics activities in implementing halal logistics. The value of the strength of the "Very Strong" relationship can be seen in the relationship between special packaging with ordering costs and special packaging with guarantees for the condition of the goods. As for the value of the strength of the "Medium" relationship, it can be seen in the relationship between the concoction according to the wishes of consumers with the ordering fee and the halal guarantee fee with the ordering fee. So that perfume retailers need to pay attention to the needs of retailers who are very influential on the existing sales conditions.

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