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Quality Management and Its Implementation at PT. Wika Industri Manufacturing in Producing Electric Motorcycles (GESITS)

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Abstract*. This article describes the definition of quality management and examples of implementing quality management at PT. Wika Manufacturing Industries in the manufacture of GESITS electric motorcycle products, which we divided into five discussion points. The first is a discussion of the quality basis from the consumer's perspective, commonly referred to as the consumer's perspective, and the quality basis from the side, commonly referred to as the producers' perspective. The second is a discussion of the strategic role of Quality Management with the basic concept of determining excellence so that products can compete optimally when marketed. The third is a discussion of an evolution of the quality paradigm from the Technical to the Managerial Paradigm. The four analyses of quality management are trying to be explored according to experts' understanding and discuss Total Quality Management. The fifth is a detailed discussion of examples of the implementation of quality management at PT. Wika Manufacturing Industry in the manufacture of electric motorcycle products GESITS. And at the end of the discussion, we will provide conclusions about the challenges and strategic issues contained in quality management to answer every challenge in the times*

Keywords*: Quality Management; Electric Motorcycles; GESITS; PT. Wika Manufacturing Industri*

Abstrak. Pembahasan dan Penelitian ini menjelaskan tentang pengertian manajemen kualitas dan contoh pengimplementasian manajemen kualitas di PT. Wika Industri Manufaktur dalam pembuatan produk sepeda motor listrik GESITS, yang kami bagi point pembahasannya kedalam lima materi pembahasan. Pertama adalah pembahasan tentang dasar kualitas dari bagian sisi atau perspektiv konsumen yang biasa disebut dengan Consumers Perspective dan dasar kualitas dari bagian sisi yang biasa disebut dengan *producers Perspective*. Kedua adalah pembahasan tentang sebuah peran strategis dari Manajemen Kualitas dengan konsep dasar menentukan keunggulan agar produk bisa bersaing secara optimal ketika dipasarkan. Ketiga adalah pembahasan tentang sebuah evolusi paradigma kualitas yaitu dari paradigma Teknis ke Paradigma Manajerial. Keempat analisis tentang manajemen kualitas yang coba digali menurut pemahaman para ahli, serta membahas tentang Total Quality Management. Kelima adalah pembahasan secara mendetail tentang contoh implementasi manajemen kualitas di PT. Wika Industri

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Manufaktur dalam pembuatan produk sepeda motor listrik GESITS. Dan diakhir pembahasan kami akan memberikan kesimpulan tentang tantangan dan isu strategis yang terdapat dalam manajemen kualitas untuk menjawab setiap tantangan pada perkembangan zaman.

Kata kunci: *Kualitas Manajemen; Sepeda Motor Listrik; GESITS; PT. Wika Industri Manufaktur*

INTRODUCTION

One of the most critical and influential indicators is quality; with good quality, a company can compete optimally or incompetently in a very dense industrial world. One of the essential characteristics possessed by the quality that can define is effort or maximum effort from a product in realizing competence following what has been determined. Therefore, quality Management, or what we often call Quality Management or Integrated Quality Management, is a procedure that can be defined to improve the performance of a product on an ongoing or continuous basis or what we often recognize as performance improvement. Continuously, at every step of the process level in every functional line within a company, using all available human resources and capital. Quality Management can also be defined as an activity responsible for the overall management function that regulates policies on the quality of a product, its development objectives, and its implementation through steps such as quality planning (QP), quality control (QC), assurance quality (QA), and quality improvement (QI) in the manufacture of GESITS electric motorcycles carried out by PT. Wika Manufacturing Industry.

LITERATURE REVIEW

Quality management is a way to improve performance continuously at every level of operations or processes within each functional area of an organization, using available human and capital resources (Gaspersz, 2005). Quality management is all activities of the overall management function, the overall set of quality policies, objectives, and responsibilities responsibility, as well as implementation through tools such as Quality Planning, Quality Control, Quality Assurance, and Quality Improvement in ISO 8042 (Quality Vocabulary) (Ross, 2017).

The definition of quality planning, quality control, quality assurance, and quality improvement according to ISO 8042 (Quality Vocabulary) is as follows: (1) Quality

Planning is the determination and development goals and requirements for quality and system implementation quality, (2) Quality Control is the operational techniques and activities to meet quality requirements, (3) Quality Assurance is all planned actions and systematically implemented and demonstrated to provide sufficient confidence that the product will satisfy the need for a certain quality, and (4) Quality Improvement is actions taken to increase the value of the product for customers by increasing the effectiveness and efficiency of processes and activities through organizational structure (Pishchukhin & Akhmedyanova, 2020).

While Juran and Frank (1995) define management quality as a collection of activities related to a certain quality that has characteristics, the characteristics referred to are as follows: (1) Quality is part of every top management agenda, (2) Quality objectives are included in the business plan, (3) The target range is derived from benchmarking: The focus is on customers and competition suitability; there is a target for annual quality improvement, (4) Goals are deployed to the level that takes action, (5) Training is conducted at all levels, (6) Measurements are determined entirely, (7) Top managers regularly review progress compared with a target, (8) Awards are given to the best performance, and (9) Reward system improved (Juran et al., 2007).

The concept of a quality trilogy was introduced (Juran et al., 2007):

1. Quality Planning should involve many parties and should train in using modern methods and planning tools quality. Quality planning involves the following activities:
    a. Customer identification. Everyone who will be affected is the Customer.
    b. Determine customer needs.
    c. Creating product features that can meet the needs of Customers.
    d. Create a process that can produce product features under operating conditions.
    e. Transferring or redirecting processes to operations.
2. Quality Control Delegation of control to the lowest level in the company through putting employees into a state of self-control (Self-Control) and supporting employee training in data collection and analysis to allow making decisions based on the facts. Quality control involves the following activities:
    a. Evaluate actual performance.

b. Compare the basic with the target.
c. Take action on discrepancies between actual and target.

3. Quality Improvement Quality improvements include the following:
   a. Create awareness of the need and opportunities for improvement.
   b. Assign quality improvement and make it part of each job description.
   c. Creating infrastructure: assigning quality boards, selecting projects for improvement, determine/appoint a team, prepare a facilitator.
   d. Provide training on how to improve quality.
   e. Review progress regularly.
   f. Give awards to the winning team.
   g. Propagating/popularizing the results of quality improvement.
   h. Improve the reward system (Reward System) in running level of quality improvement.
   i. Maintaining momentum through the expansion of a business plan that includes goals for quality improvement.

RESEARCH METHOD

This article is a literature review with a qualitative descriptive approach, namely by describing or explaining the importance of quality management in producing a product and field studies with research on the application of quality management at PT Wika Industri Manufaktur in the manufacture of agile electric motorcycle products. This paper uses documentation of data collection methods, interviews from related parties, and various articles. Then afterward, it was analyzed using content analysis, namely by analyzing descriptive literature data or scientific research of the message of a premise. While the method of data analysis is deductive, inductive, and comparative (Sekaran & Bougie, 2017).

RESULTS AND DISCUSSION

PRODUCT QUALITY

Quality is a relative term that is highly dependent on the situation. From a consumer perspective, quality is subjective and suits your taste (fitness for use). Products are said to be of high quality if they are suitable for use and provide benefits to users. Objectively,

quality is an exceptional standard where the ability, performance, reliability, ease of maintenance and characteristics can be measured. Meanwhile, from the producer's point of view, quality is defined as compliance with established specifications. A product will be quality declared by the manufacturer if the effect follows specifications. Internal quality is an assessment of the quality of the final product before it is sent to consumers and the accompanying process quality. External quality is product quality assessed from the consumer's point of view of the usefulness or benefits of the product (Quang et al., 2016).

Product quality is the first driver of customer satisfaction, and product quality is a global dimension. Product quality is an essential thing in determining the selection of a product by consumers. The product offered must be a product which is well tested for its quality because The priority for consumers is the quality of the product itself. The consumer will prefer and choose products that have better quality when compared with other similar products that can meet their needs (Moeeni et al., 2022).

The company wants to maintain its competitive advantage in the market, It must understand what dimensions consumers use to differentiate the products it sells from the competitors, indicators of product quality consist of (Martusa & Haslim, 2011);

1. Performance is related to the essential operating characteristics of a product. Performance is the main characteristic or function of a product. The main benefit or efficacy of the product we buy. Usually, this is our first consideration when purchasing a product.
2. Durability means how long or how old the product survives before it must replace the product. The more significant the frequency of consumer use of the product, the more outstanding the product's durability.
3. Conformance to specifications, namely the extent to which the essential operating characteristics of a product meet specifications from consumers or no defects in the product are found.
4. Features are the product's characteristics designed to improve product functions or increase consumer interest in the product. The feature dimension is a characteristic or characteristic add-on that complements a product's essential benefits. Features are choices or options for consumers. If the main benefits are standard, features are added

frequently. The idea is that features can improve the quality of products that competitors do not have.

5. Reliability is the probability that the product will work satisfactorily or not within a certain period. Getting smaller the possibility of damage, the product can be relied upon.
6. Aesthetics, related to how the product looks, can be seen from the product's appearance, taste, smell, and shape.
7. Perceived quality (impression of quality) is often said to be the result of the use of measurements made indirectly because there is a possibility that consumers need more information on the product in question. So, consumer perceptions of Products are obtained from price, brand, advertising, reputation, and country of origin.

The basis of quality is the point of view of the consumer's side or perspective, commonly called the consumers' perspective, with the foundation of quality from the producer's side or perspective, widely called the producers' perspective. Next is quality, which can be assessed as a dynamic state linked to a service, process or product that can achieve the intended expectations—described as an emotional state because looking at the existing aspects that everything considered quality following the passage of time and changes in environmental conditions, elements of products, services, people and processes (Drozd & Wolniak, 2021).

The quality is not only applied to the products and services provided but also to aspects of human resources and operations that provide these products and services and the environment in which these products and services are provided. Quality is also a concept that is difficult to understand and difficult to define, both by consultants and professionals. Part of the difficulty lies in expressing the philosophy and vision of quality in meaningful words and concepts. Experts define quality in various ways.

In this case, there are two elements of perspective in describing a quality. *The first* perspective is the producer's point of view or the point of view of the producer, in which, according to this perspective or point of view, a product's quality is related to standard production costs, meaning that can judge a product to have quality if it has the equivalent or conformity to predetermined specifications and meets specified fee requirements. The second perspective or point of view is the consumer's point of view or the view from the

consumer's side; according to this perspective or point of view, the quality of a product can be linked to a design and price.

The main point is that we can judge the essence of a product's quality from the quality characteristics and price set. Product quality can be created if there is a match between the producer's and consumer's perspectives, which is what is meant by conformity or what is often referred to as suitable for consumer use. Quality is also essential for every company that wants to continue to exist in the industrial world because maintaining the quality of a company makes it have bonds with customers, and customers will continue to play with them continuously. With this quality, the company can answer the challenges of the times from time to time. Various new technologies to continue to upgrade themselves following the current developments, with which the company will continue to be stable even though new technologies appear all the time (Drozd & Wolniak, 2021).

THE STRATEGIC ROLE OF QUALITY MANAGEMENT

The basic concept and strategic role of quality management or quality are fundamental in determining a product's competitive advantage. Quality management ethics in operations management is one of its main tasks to provide good, safe and optimal quality products and services to customers. Due to the lack of design and production processes, the development of low-quality products will lead to higher production costs and increased accidents, litigation and government scrutiny. If a company believes it has launched a problematic creation, legal action should be based on ethical conduct so that there is no product recalls worldwide. Of course, the manufacturing company must be responsible for any product that does not meet the standards or the predetermined specifications they market to the broader community (Ye & Yang, 2020).

Making low-quality products can involve many stakeholders, including shareholders, employees, customers and distributors, feeling disappointed. Every company must develop a core specification as a daily guide for everyone, both the CEO and the workers on the production line, so that everyone in the company behaves ethically and produces safe, high-quality products. High-quality apps are very beneficial for customers. Total quality management (TQM) is a company's commitment to providing the best service to customers. The emphasis is on Continuous Improvement, a quality requirement that can

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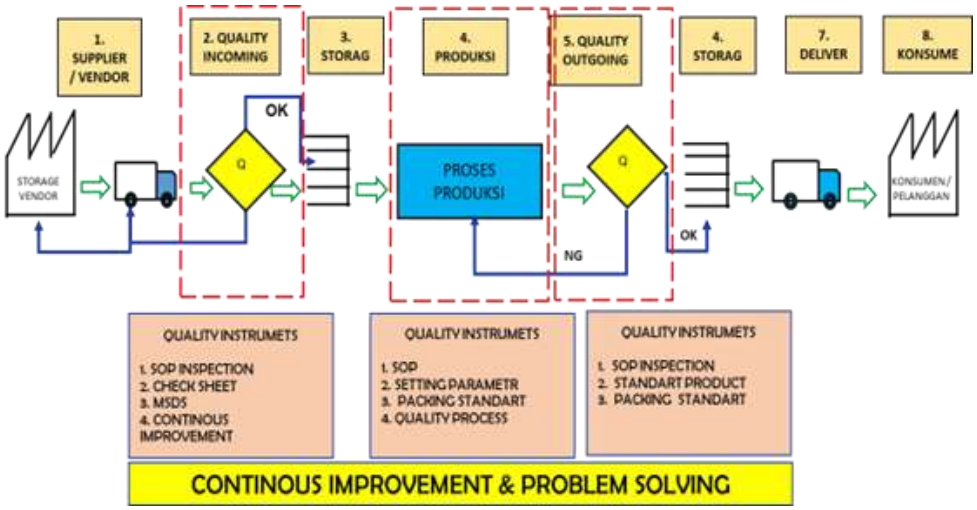
never be perfectly fulfilled by an organization, so that it becomes the next goal of zero defects in operations management.

There are extraordinary benefits from Total Quality Management course customers, including; (1) There are few or no problems with the product or service; (2) The nature of the concern for customers is given more attention; and (3) must guarantee customer satisfaction or pleasure. Total Quality Management has six basic concepts, including the concept of Continuous Improvement, namely continuous improvement that does not stop. The concept of human resources is an asset for the company's ability to produce quality and quantity products to meet customer satisfaction (Aquilani et al., 2017).

Graph 1 Goods Production Process Flow According to Quality Management



Based on the graph above, it can see that the flow chart is a product production process that requires strict quality control. In this case, at least several handling parts are essential to maintain the excellent quality of goods from production, including incoming quality control, production or assembly: and final inspection. *The first* is the Incoming Quality Control Process. Incoming QC is one of the requirements in a company whose job is to ensure that goods received from suppliers are of good or maintained quality. All parts or goods to be assembled must go through Quality Control. At the same time, in this checking process, there are several checking methods. Some standards can be carried out within the company; (1) 100% product or goods method, and this is done company that the goods sent require exceptional quality because there are particular criteria both visual, functional and high safety. (2) This product or item's sampling method is general so that the desired quality is standard based on mutual agreement.

The second is the Production or Assembly Process, a process that unites various types of goods or products that are independent into goods that are ready for market. In contrast, several things need attention in this process to make a quality product. (1) Materials or independent products must be available in the appropriate quantities and requirements. (2) With good and proper tooling, production will run well so that the assembled product will not be damaged. (3) HR, with quality human resources, will produce quality and efficient products (4) Environment, environmental factors that are safe, quiet, clean and adequate lighting reduce the impact of human error.

The third is Final Inspection, and the final inspection is the final result of goods that are ready to be sold by the company; from this final inspection, it will be seen whether the productivity achieved is efficient or inefficient in maintaining the quality of a product, at least three concepts that really must be held, In terms of function, the product made in all aspects must function correctly and comply with government regulatory standards, in terms of safety, the product made must be safe for the user and the surrounding environment, and in terms of appearance, body, style and colour, etc.

The Benchmark concept focuses on selection standards that describe an optimal performance of a process being carried out. Here's how to set Benchmarking: (1) Determining what will be determined as a benchmark; (2) Formation of an Identification group of benchmark partners; (3) Analysis and collection of benchmark information; and (4) Decision-making that exceeds the benchmark.bThe concept of Just In Time (JIT) is goods or services according to demand or demand with quality as measured by the exact quantity, exact delivery and precise packing standards; (5) Taguchi concept provides three concepts that aim to improve the quality of the product and also the process; the Quality Resilience Concept can produce namely products in a variety, and consistent manner in all manufacturing and environmental conditions, Quality loss function, which is a way to identify all costs due to decreased product quality not according to customer wishes and quality aims to be on target. Quality is oriented towards continuous improvement for customer satisfaction; and (6) Sixth, namely the concept of Total Quality management tools, in which the tools or devices used are in the form of Ishikawa diagrams, Pareto charts, flow charts, and statistical process control (Aquilani et al., 2017).

QUALITY MANAGEMENT AT PT. WIKA INDUSTRI MANUFAKTUR

PT. Wika Industri Manufacturing is a Joint Venture company, namely PT. Wijaya Karya Industry & Construction in collaboration with PT. GESITS Technologies Indo was founded in 2018. The company's establishment was a response to transportation, energy and technology opportunities that were increasingly open and developing in Indonesia, PT. Wika Industri Manufaktur, manufactures and assembles, especially electric motorcycles. As a manufacturer and principal of agile electric motorbikes, PT. WIKA Industri Manufaktur, in running its business, is also supported by quality resources and good company management so that it can provide the best service to ensure customer satisfaction by implementing good quality management standards and paying attention to occupational health safety and work environment standards. Along with the times and, of course, following the company's vision & mission, it is considered good if it continues to make various kinds of innovations and multiple changes to provide the best service to all customers and business partners and to become a leading company in Southeast Asia, even mastering world electric motorcycle market.

PT. Wika Industri Manufacturing, located in the Bogor area, West Java, was finally able to create and produce Electric Motorcycles with the guest's brand after a long journey. This cannot be separated from the role of the government, which supports and entrusts PT. Wijaya Karya Tbk. Through Menristekdikti, to develop the latest technology, with high enthusiasm PT Wijaya Karya formed a new company with the name PT. Wika Industri Manufacturing, established and built in the Wijaya Karya Industrial Area, has its address, JL. Raya Nrogong KM. 26 Cileungsi Kab. Bogor 1680, West Java, Indonesia.

Superior Quality of GESITS Electric Motorcycles. Pollution in the capital city of Jakarta is increasingly worrying every day; of course, this makes Jakarta one of the cities that is considered to have the worst air quality in the world. One of the causes of bad air in the city of Jakarta is the smoke from motorized vehicles. As a solution, we can use public transportation when we want to work, plant lots of trees around the house, test vehicle emissions, and use more environmentally friendly vehicles. One of the environmentally friendly vehicles in Jakarta is an electric motorbike. Electric motors have many advantages compared to conventional engines because they do not use fuel oil (Maulidizen, 2022b).

Some of the reasons you should have an electric motorbike are as follows: *First*, the smooth sound of a motorbike engine, one of the reasons you should own or buy an electric motorbike is because electric motors have a soft sound. And also, there is no need to turn off the engine when driving in an alley or on a narrow road for fear of disturbing the comfort and peace of others. Apart from being free from pollution, electric motors are also free from noise pollution. The sound of a smooth engine will also make you confident when driving. *Second*, High Efficiency, one of the advantages or advantages of an electric motorbike is that it has a reasonably high efficiency compared to motorbikes that use fuel oil. Electric motors have an efficiency of up to 3 times compared to ordinary engines, which reaches 90%. Meanwhile, an ordinary motorbike has an efficiency level of only 30%. It's no wonder that electric motors are far more efficient than standard motorbikes. *Thirdly* Environmentally Friendly, you must have the next electric motorbike because the electric motor is environmentally friendly. The earth we live on is not only for our families and us, but we must also think about the next generation after it. Electric motorbikes are very friendly to the environment because they use electric technology and do not emit gas emissions that cause air pollution on the streets. The electric motor will not emit smoke from the exhaust. The result, of course, will be no additional carbon dioxide. This is because the engine gets energy from the battery around the house or at the office. Renewable energy will be the pioneer of transportation without air waste later. Motor vehicle exhaust is a significant contributor to pollution in Jakarta. *Fourth* Spontaneous Acceleration: You have to have an electric motor because it can provide full torque directly. Electric motor acceleration has a power that can equate with conventional engines in general. Electric motors can compete in acceleration with conventional motors that use fuel oil. This motor is quite powerful but has low energy consumption, but it is still functional—*fifth*, cheap and easy to maintain. It would help if you had an electric motorbike in Indonesia because it has relatively inexpensive and easy maintenance. No need to be afraid to spend a lot of money on service or maintenance. Furthermore, the number of electric motor components is also less when compared to conventional motors. As a result, maintenance costs incurred for servicing will also be much less. However, you may need to replace the motor battery periodically. Furthermore, it will also need regular servicing to maintain the motorbike's performance in the best condition.

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IMPLEMENTATION OF QUALITY MANAGEMENT IN THE MANUFACTURE OF GESITS ELECTRIC MOTORCYCLES.

One of the most important things done by PT. Wika Industri Manufaktur implements quality management in making GESITS electric motorbike products by optimizing and carefully selecting quality components and suppliers so that they can present or produce electric motorbikes according to the standards set by the company.

Graph 2 Quality Management in The Manufacture of Gesits Electric Motorcycles

Graph 2 is a list of data from suppliers of raw materials and the design of agile electric motorcycle products initiated by PT. Wika Industri Manufaktur has high credibility, starting from PT's casting and plastic injection process. Wika Industri Manufaktur itself, and the design section on motor electricity, which chose from PT. Pindad has credibility in this field, and the Battery Pack is mandatory for electric motorcycles initiated by PT. Pertamina. PT started the Wiring and Controller section. Len, Apps and Digital or computerized systems by ITS, the IP section by the Infomedia telecommunications company, and various other suppliers who have credibility in their respective fields, the details or details of which can be found in graph 3.

Graph 3 Spare part of Quality Management in The Manufacture of GESITS Electric Motorcycles

Quality is the ability to present good products and meet customer satisfaction. Quality products also have characteristics, styles, and designs that distinguish them from competitors' products so that customers can assess and use products made by a company, which is the quality is good. Number one is the foundation and standard in implementing quality management PT. Wika Industri Manufaktur, the careful planning process before producing the agile electric motorcycle product can be seen from the way PT. Wika Industri Manufaktur selects and studies in depth the details of the preparation or production process, both from the stage of choosing compatible suppliers and also during the assembly process or manufacture of the product later, this reflects a very mature "Plan" approach and its realization can be measured, in the process of PT. Wika Industri Manufaktur also adheres to the initial specifications that have been set, everything is designed very professionally.

It must meet the standards they have set before. Therefore, it reflects an excellent and quality "Do" process after PT. Wika Industri Manufaktur conducts a detailed and in-depth evaluation process for every aspect of its product: agile electric motorbikes. The entire series or components are examined in detail so that no single part is missed that does not meet production standards or does not comply with predetermined specifications in terms of electricity or deeper features such as computerized systems must evaluate everything in detail. It reflects a very professional and quality "Check" process because of PT. Wika Industri Manufaktur needs to catch every part that meets the specifications the customer will receive. Then, in the final approach, it is later found that there is a part of the agile electric motorcycle product, PT. Wika Industri Manufaktur that does not comply with production standards or does not comply with predetermined specifications (Maulidizen, 2022a).

PT. Wika Industri Manufaktur immediately changed quickly and precisely according to the part that did not meet the standard. This reflected a reasonable and responsible "Act" process from PT. Wika Industri Manufaktur can minimize production as little as possible, so the main goal is to make products quickly and precisely and to reduce the budget for production costs. PT. Wika Industri Manufaktur always prioritizes Quality Management in every electric motorcycle product they make because one of the company's goals or vision and mission is to answer all the problems that exist, especially in the field of transportation, which is no longer safe for human health or environmental

sustainability. They focus on fixing that and continuing to develop their electrical motorbike products to go global and spread benefits for all. Of course, by maintaining the stabilization of every product that is made, with the implementation of excellent and detailed quality management, this can be implemented very well and carefully. The company can continue to exist past all obstacles both in terms of time and from the company's competitors because the company has a unique product that can only find in the company (Xakimov et al., 2020).

THE ROLE OF QUALITY IN ELECTRIC MOTORCYCLES IN FACING THE DEVELOPMENT OF THE AGE

PT. Wika Industri Manufaktur, by presenting and producing Battery-Based Electric Motorized Vehicles (K.B.L.B.B.) products, to answer long-term challenges and change the mindset of all Indonesian people to transform from fossil fuel vehicles to Battery-Based Electric Motorized Vehicles, while the natural quality of Electric Vehicles is Environmentally friendly, this vehicle does not have exhaust gas which pollutes the environment as occurs in fossil fuel loaded vehicles, with a balance of ecosystems it allows future generations to get more healthy, comfortable and safe for electric vehicle users, no noise disturbs neighbours, so harmony in the surrounding community. PT. Wika Industri Manufaktur, Seeing the current conditions, the use of fossil fuel-loaded vehicles is increasing for strategic cities, namely business and industrial cities, especially for the island of Java and specifically for the capital and other provinces. It's in Indonesia. PT. Wika Industri Manufaktur, by introducing and socializing in a systematic and well-integrated manner, electric vehicle products become quality at national and international levels. This becomes the quality of a nation, with the work of the nation's children, which can create a long idea for the Indonesian government, so the Indonesian government has increased the quality level to be more willing. This has pushed the company PT. Wika Industri Manufaktur to plunge into electricity-based automotive. PT. Wika Industri Manufaktur, with its superior products, has passed the testing from B.P.P.T. and the national certification body, from all aspects of safety, and function, which has become the testing standard, so that electric motorbikes made by the nation's children have the best quality and characteristics for the current model.

PT. Wika Industri Manufaktur, by cooperating with all elements, both Universities, colleges, automotive experts, economists, Influencers, and the whole community, continues to build and be competitive, with a high level of confidence and enthusiasm that the superior products of the nation's children, Becoming a leading company in the field the automotive manufacturing industry at the national level with excellent products electric vehicles. Accelerate the transition to sustainable energy use. Increasing domestic content (local content) by consistently fostering local suppliers. Building society to use intelligent urban vehicles and highly efficient powertrains (Pambreni et al., 2019).

CONCLUSION

Quality can be defined as the refinement of a characteristic or product that strongly supports its ability to satisfy predetermined needs (quality vocabulary). Quality is also a factor that significantly determines success. Quality improvement can help a company increase the selling power of its products and reduce costs, which will then maximize profits for the company. Quality can also affect the company, from the supplier stage to the customer and from product design to maintenance. The definition of quality, according to the producer's point of view, is conformity to specifications, namely the level of conformity of the product or service produced with the manufacturer's design or design. From the producer's perspective, quality is seen more in cost because producers are directly related to the product production process. The expenses incurred to maintain product quality will affect internal and external failure costs. Quality for producers will also affect reputation, product reliability and involvement in the global market. With the strong quality possessed by a product, it always exists during tight industrial needs, it seems as if it has its colour or value in the eyes of consumers, apart from all kinds of competitors or competitors making similar products, and with the attachment of a good quality value from a product, makes it will last in the industrial market even though it has to go through the challenges of the times because it will also continue to evolve to become the best in its field. Like PT. Wika Industri Manufaktur, which produces a product, namely electric motorbikes with the name Gesits, they have developed a detailed and sound methodology of Quality Management, to support the excellent quality of their products, starting from the product planning process, namely the procession of the product planning stage carefully, then on the processing process is the assembly process with a number of spare parts from various suppliers that they have previously determined,

each supplier having high credibility in their respective fields, and also in the evaluation process they have a system to check or evaluate both the electrical system and the competitive system in the product their electric motorbikes carefully, and if later it is found that something is lacking in one of the product components they will take action to change or replace the agile product components that do not comply with production standards, that is all they do in order to consistently maintain strength and optimization of the product they are going to market, whose primary goal is to maintain quality so that the customer or agile electric motorbike users can get the best product unit and avoid disappointment from customers and all the components concerned, and this Quality Management continues them evaluation in such a way that they can continuously provide or produce good products, they continue to evaluate to continue to improve all deficiencies in order to answer every challenge from the times that continue to evolve very quickly, and that makes evidence that Management is very important for every company so that can still exist in the industrial world.

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