

## ***ABSTRACT***

*The research conducted by the author is to determine the effect of electronic Word of Mouth (e-WOM) towards value co-creation on Go-Jek application users, either directly or mediated by ethical perceptions. The sampling method used in this study is non-probability sampling technique with a survey method of 223 respondents conducted by filling out questionnaires distributed online. The research data were then analyzed using PLS-SEM (Partial Least Square- Structural Equation Modeling) method. The results of the study indicate that e-WOM has influence towards value co-creation on Go-Jek application users, either directly or indirectly through ethical perceptions. The implication of this research is that sharing economy platform companies are advised to consider e-WOM and ethical perceptions aspects in making decisions.*

**Keywords:** *electronic Word of Mouth (e-WOM), ethical perception, shared value creation, sharing economy platform.*