

### ***Abstract***

Successful and experienced companies in the field of e-commerce are beginning to realize that the key to success is not on the look of online stores or cheap prices but based on the ability of online stores to deliver electronic service quality or the quality of their online services.

The quality of online services or e-service quality, is one of the scales that can determine the success of an online system. Co-Creation is about creating shared value by companies and customers, This is not meant to please customers.

This research uses Structural Equation Modeling-Partial Latest Square (SEM-PLS) with SmartPLS 3.0 application. Respondents of this questionnaire amounted to 411 respondents with the characteristics of mobile consumer respondents OLX and / or LAZADA applications domiciled in Java.

The results show that Contact, Compensation, Fullfillment, and Efficiency influence positively and significantly to consumer desire to do Co-Creation on mobile applications OLX and LAZADA. Willingness to-do Co-Creation affects Use to-do Co-Creation or the use of Co-Creation media technology on OLX and LAZADA mobile applications.

Suggestions that the authors provide in this study for the company to be expected to pay more attention to the features associated with the contact in order to strengthen the influence of Contact on Willingness to-do Co-Creation or consumer desire in doing Co-Creation. Researchers also hope that in the next research can improve the indicators used in this study to produce items more valid and reliable. Finally, the researchers hope in the next research will add variables outside this study.

**Keywords: e-service quality, co-creation, behavior intention, use behavior, willingness to-do co-creation, use to-do co-creation**