



Halal Knowledge, Hedonic Lifestyle, and Purchase Decision: The Mediating Perceived Value

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ABSTRACT

The rapid development of online food delivery services has changed culinary consumption patterns, particularly among Generation Z, who tend to consider convenience, experience, and perceived benefits when making purchasing decisions. This study aimed to examine the effects of halal knowledge and hedonic lifestyle on culinary purchase decisions through online food delivery, with perceived value as a mediating variable among Generation Z in Sungai Bangek. The study employed a quantitative explanatory research design. Data were collected through questionnaires using a five-point Likert scale from 126 Generation Z respondents selected through purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3. The results showed that halal knowledge did not significantly affect purchase decisions while hedonic lifestyle and perceived value had positive and significant effects on purchase decisions. Furthermore, halal knowledge and hedonic lifestyle positively and significantly affected perceived value. The mediation analysis showed that perceived value did not significantly mediate the relationship between halal knowledge and purchase decisions. However, perceived value significantly mediated the relationship between hedonic lifestyle and purchase decisions. These findings indicate that experiential and perceived value considerations play an important role in shaping Generation Z's culinary purchasing decisions through online food delivery.

Keywords: Halal Knowledge, Hedonic Lifestyle, Perceived Value, Purchase Decision, Online Food Delivery, Generation Z

INTRODUCTION

The development of digital technology has significantly transformed consumer behavior, particularly through technology-based services such as online food delivery. These services have emerged in response to consumers' increasing preference for convenience, time efficiency, and practicality in fulfilling their daily consumption needs. Online food delivery is no longer merely an alternative means of obtaining food but has become part of modern consumption patterns that combine technological innovation with culinary experiences. This transformation indicates that consumer purchase decisions are no longer determined solely by functional needs but are also influenced by consumption experiences and perceptions of the quality and benefits obtained from the services used (Husin, 2021).

In Indonesia, the use of online food delivery has continued to increase alongside the widespread adoption of smartphones and internet technology. The research reported that the number of online food delivery users in Indonesia was projected to exceed 58 million in 2025, with market penetration of approximately 20% and projected revenue exceeding USD 5 billion (*Online Food Delivery - Indonesia*, 2025). Generation Z represented one of the major user groups because of its close relationship with digital technology, preference for practicality, and use of platforms such as GoFood, GrabFood, and ShopeeFood to fulfill daily consumption needs. The increasing use of these services indicates that culinary purchase decisions are influenced not only by product quality but also by psychological and behavioral factors, including halal knowledge, lifestyle, and perceived value.





The increasing use of online food delivery has also raised concerns regarding the factors underlying culinary purchase decisions among Generation Z. Preliminary interviews conducted in the research indicated that some respondents considered halal aspects when purchasing culinary products through online food delivery (Soesanto, 2023). However, other respondents emphasized affordable prices, food taste, recommendations from friends and family, and current culinary trends. Prior to the main survey, preliminary interviews were conducted with Generation Z users of online food delivery services in Sungai Bangek. The interviews used brief question-and-answer sessions to explore their considerations regarding halal knowledge, hedonic lifestyle, and perceived value in purchasing culinary products online. The findings were used to identify the initial research phenomenon and support the development of the research background. Therefore, halal knowledge and hedonic lifestyle required further empirical examination to determine their actual influence on purchase decisions.

One factor considered important in this context is halal knowledge. Halal knowledge refers to consumers' understanding of halal concepts, ingredients, production processes, and halal certification. Consumers with adequate halal knowledge may be expected to pay greater attention to halal considerations when purchasing food. Previous research by (Afifah Nur Millatina, 2023) found that halal knowledge significantly influenced purchase decisions, indicating that better knowledge of halal aspects increased consumers' consideration of halal factors during purchasing. However, (Achmad, Dewi Nabila, 2021) reported that halal knowledge did not significantly affect purchase decisions. This inconsistency indicates that halal knowledge does not necessarily translate directly into purchasing behavior and may depend on other factors considered by consumers.

In addition to halal knowledge, hedonic lifestyle is relevant to understanding Generation Z's culinary purchasing behavior. Culinary purchases through online food delivery may be undertaken not only to satisfy consumption needs but also to obtain pleasure, new experiences, and emotional satisfaction. The availability of diverse culinary choices, promotional offers, attractive menus, and social media trends can make purchasing activities part of consumers' lifestyles. Previous research by (Pratiwi & Prabowo, 2025) found that hedonic lifestyle significantly influenced purchase decisions. Nevertheless, the research also identified previous studies reporting insignificant relationships between hedonic lifestyle and purchase decisions. The differences in these findings demonstrate an empirical gap that requires further investigation.

Another factor that may explain the relationship between these variables is perceived value. Consumers generally evaluate the benefits they obtain from a product or service against the sacrifices they make to obtain it. In online food delivery, perceived value reflects consumers' assessment of whether the products and services received provide benefits that are proportional to the money, time, and effort spent. Perceived value can therefore become an important mechanism through which halal knowledge and hedonic lifestyle influence culinary purchase decisions (Amin et al., 2024).

The inconsistent findings regarding halal knowledge and hedonic lifestyle indicate the need for a more comprehensive model that incorporates perceived value as a mediating variable. Previous research had not explicitly examined the mediating role of perceived value in the relationships between halal knowledge, hedonic lifestyle, and purchase decisions. The study therefore integrated halal knowledge and hedonic lifestyle into a single empirical model and examined the mediating role of perceived value among Generation Z using online food delivery services in Sungai Bangek.

The novelty of this study lies in examining perceived value as a mediating mechanism between halal knowledge, hedonic lifestyle, and purchase decisions. Unlike previous studies that mainly examined direct relationships, this study explains how cognitive and hedonic factors influence Generation Z's online food delivery purchase decisions through perceived value. It also provides empirical evidence from the specific context of Generation Z consumers in Sungai Bangek. Rather than examining halal knowledge or hedonic lifestyle only as direct predictors, this study investigated perceived value as a mechanism that could explain how these factors were translated into purchase decisions. Accordingly, this study aimed to examine the effects of halal knowledge and hedonic lifestyle on culinary purchase decisions through online food delivery, to determine their effects on perceived value, and to assess whether perceived value mediated the relationships between the two independent variables and purchase decisions.

LITERATURE STUDY

Theoretical Framework

The Theory of Planned Behavior (TPB) explains that behavioral intention is shaped by attitude toward behavior, subjective norm, and perceived behavioral control. In this study, halal knowledge is conceptually related to attitude, as consumers' knowledge of halal ingredients, production processes, and certification can shape their evaluation and positive attitude toward halal culinary products. Hedonic lifestyle reflects consumers' tendency to seek pleasure, emotional satisfaction, and new experiences, and is therefore associated with their behavioral attitude toward online culinary purchases. Subjective norm is reflected in the social influences and trends that may encourage Generation Z to purchase culinary products through online food delivery, such as recommendations and social media trends. Perceived behavioral control is represented by consumers' perceived ease and ability to access and use online food delivery services. Meanwhile, perceived value is not a direct TPB construct, but is positioned in this study as a mediating mechanism that explains how consumers' evaluations of benefits, experiences, and sacrifices translate their attitudes and behavioral tendencies into purchase decisions. Thus, TPB provides the theoretical foundation for explaining the relationships among halal knowledge, hedonic lifestyle, perceived value, and purchase decisions.

Halal Knowledge

Halal knowledge refers to an individual's understanding, awareness, and ability to recognize and evaluate the halal status of products according to Islamic principles. In this study, halal knowledge is measured through awareness, understanding, and attitude toward halal products (Ariezal Musthofa, 2021).

Hedonic Lifestyle

Halal knowledge refers to an individual's understanding, awareness, and ability to recognize and evaluate the halal status of products according to Islamic principles. In this study, halal knowledge is measured through awareness, understanding, and attitude toward halal products (Ariezal Musthofa, 2021).

Perceived value

Perceived value refers to consumers' overall evaluation of the benefits obtained from a product or service compared with the sacrifices made to obtain it. In online food delivery, perceived value can be influenced by convenience, quality, price, service performance, emotional experience, and the benefits perceived by consumers (Rasiobar & Alfiannor, 2023).

Purchase Decision

Purchase decision represents the culmination of the consumer decision-making process in which individuals consciously determine whether to purchase a product or service after considering cognitive, affective, and evaluative factors. The decision reflects the integration of needs, preferences, perceived value, and situational influences (Utami & Genoveva, 2020).

Hypotheses Development

H1: Halal Knowledge has a positif effect on Purchase Decision

Halal knowledge can theoretically encourage consumers to pay greater attention to the halal status of culinary products before making purchases. Consumers who understand halal requirements may be more capable of evaluating ingredients, production processes, and halal certification. However, previous findings have been inconsistent. While (Nuswantoro, 2022) found a significant relationship, (Achmad, Dewi Nabila, 2021) reported an insignificant relationship. This inconsistency provides an empirical basis for retesting the relationship in the context of Generation Z's online culinary purchases.



H2: Hedonic Lifestyle has a positif effect on Purchase Decision

Hedonic lifestyle reflects consumers' tendency to seek pleasure, emotional satisfaction, and enjoyable experiences through consumption activities. In online culinary purchases, consumers with a stronger hedonic lifestyle may be more motivated to try new foods, follow culinary trends, and choose products that provide excitement and personal satisfaction. The convenience and variety offered by online food delivery services can further support experiential consumption by allowing consumers to explore different culinary products easily.

H3: Perceived Value has a positif effect on Purchase Decision

Consumers tend to make purchase decisions when the perceived benefits of a product or service are considered worthwhile compared with the sacrifices required to obtain them. In online food delivery, perceived value may arise from convenience, product quality, price, service performance, and emotional experience. Thus, higher perceived value is expected to strengthen consumers' purchase decisions (Aisyah Putri Nurdiasari, 2025).

H4: Halal Knowledge has a positif effect on Perceived Value

Halal knowledge may influence consumers' perceptions of the value of culinary products because knowledge enables them to recognize the benefits associated with halal assurance. Consumers who understand halal requirements may perceive additional value from products that provide clear halal information and assurance. Accordingly, halal knowledge may contribute to the formation of perceived value even when it does not directly determine the final purchase decision (Sari & Susanti, 2025).

H5: Hedonic Lifestyle has a positif effect on Perceived Value

Consumers with a stronger hedonic lifestyle may perceive greater value from online food delivery because the service provides convenience, variety, entertainment, and opportunities to obtain enjoyable culinary experiences. Thus, hedonic lifestyle may increase perceived value by strengthening the emotional and experiential benefits associated with online culinary consumption (Tirtayasa et al., 2023).

H6: Perceived Value mediates the influence of Halal Knowledge on Purchase Decision

Halal Knowledge represents consumers' understanding of halal concepts, ingredients, production processes, and halal certification. Such knowledge can influence how consumers evaluate the benefits and assurance associated with halal culinary products. Consumers who possess greater halal knowledge may perceive halal products as providing additional value because of their conformity with halal requirements, perceived safety, and quality assurance. This perceived value can subsequently influence consumers' Purchase Decision, as consumers tend to choose products that they consider to provide greater benefits relative to the sacrifices involved. Therefore, Perceived Value may serve as an intermediary mechanism through which Halal Knowledge influences Purchase Decision. Based on this relationship, the following hypothesis was proposed (Sari & Susanti, 2025).

H7: Perceived Value mediates the influence of Hedonic Lifestyle on Purchase Decision

Hedonic Lifestyle reflects consumers' tendency to seek pleasure, enjoyment, emotional satisfaction, and experiential benefits through consumption activities. In the context of online food delivery, consumers with a stronger hedonic lifestyle may perceive greater value from culinary purchases because online platforms provide convenience, product variety, attractive promotions, and opportunities to obtain enjoyable consumption experiences. The increased Perceived Value may subsequently strengthen consumers' Purchase Decision, as consumers are more likely to purchase products or services when the benefits and experiences obtained are considered worthwhile. Thus, Perceived Value can function as a mediating variable that explains how Hedonic Lifestyle influences Purchase Decision. Based on this relationship, the following hypothesis was proposed (Fauzi et al., 2024).



METHOD

This study employed a quantitative approach with an explanatory research design to examine the relationships between halal knowledge, hedonic lifestyle, perceived value, and culinary purchase decisions among Generation Z in Sungai Bangek. The research focused on Generation Z respondents who had experience purchasing culinary products through online food delivery services.

The study involved 126 respondents selected using purposive sampling. The sample size was determined based on the rule-of-thumb approach recommended by Hair et al. (2018), which suggests using five to ten times the number of indicators when the population size is not precisely known. This study used 18 indicators to measure all research constructs. Therefore, the sample size was calculated as $18 \times 7 = 126$ respondents. The use of seven times the number of indicators falls within the recommended range and was considered adequate to support the PLS-SEM analysis and the estimation of relationships among the study constructs. Data collection was conducted in June 2026 through questionnaires distributed to users of online food delivery services. Respondents were selected based on their relevance to the research objectives, particularly their status as Generation Z consumers with experience purchasing culinary products through online food delivery.

The research instrument used a five-point Likert scale. Halal knowledge was measured through awareness, understanding, and attitude. Hedonic lifestyle was measured through six dimensions, while purchase decision was measured through indicators related to product choice, purchasing habits, recommendations, repurchase, and willingness to try.

The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 3. The analysis consisted of measurement model evaluation and structural model evaluation. The data were analyzed using SEM-PLS with SmartPLS 3. Discriminant validity was assessed using cross-loadings and the Fornell–Larcker criterion. The structural model was evaluated using R^2 , Q^2 , f^2 , and path coefficients. Hypothesis testing was conducted using bootstrapping with 5,000 subsamples at a 5% significance level, where t -statistics > 1.96 and p -values < 0.05 indicated significant effects. Mediation was assessed through the specific indirect effects of Halal Knowledge and Hedonic Lifestyle on Purchase Decision through Perceived Value, based on their t -statistics and p -values. (Sugiyono, 2023).

RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

As for the measurement model for validity and reliability tests, the model determination coefficient and path coefficient, can be seen in the following Figure 2:

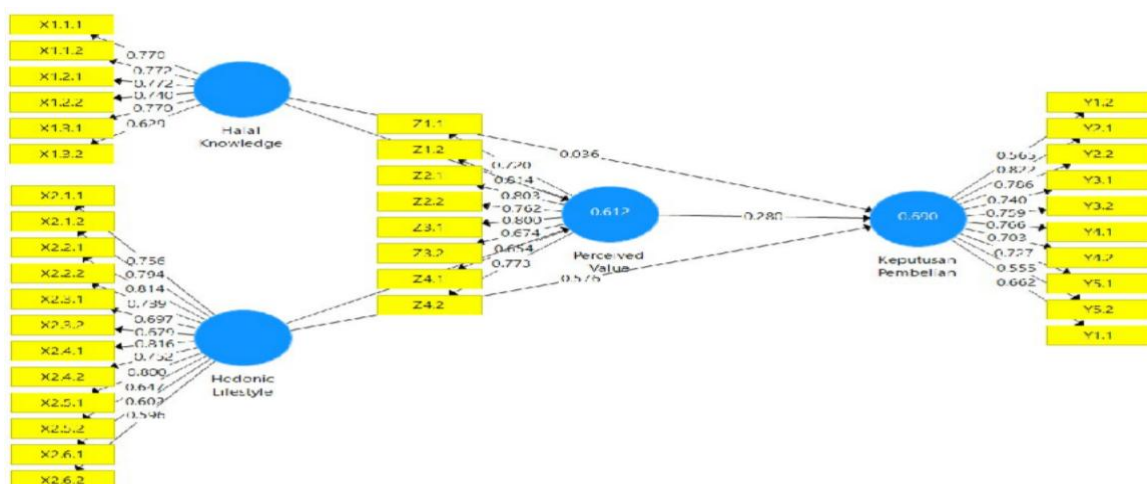


Figure 2. Measurement Model (Outer Model) PLS Algorithm Results

Meanwhile, a summary of the results of the validity test and the results of the reliability test can be seen in Table 1 below.

Table 1. Validity Test Results

Measurement Model	Results		Crtical Values	Model Evaluation	
Outer Model					
	Variable	AVE	> 0.50		
Discriminant Validity	Halal Knowledge	0,554		Valid	
	Hedonic Lifestyle	0,530		Valid	
	Purchase Decision	0,509		Valid	
	Perceived Value	0,566		Valid	
Covergent Validity	Indicator	Outer Loading			
	X1.1.1	0,770	> 0.50	Valid	
	X1.1.2	0,772		Valid	
	X1.2.1	0,772		Valid	
	X1.2.2	0,740		Valid	
	X1.3.1	0,770		Valid	
	X1.3.2	0,629		Valid	
	X2.1.1	0,756		Valid	
	X2.1.2	0,794		Valid	
	X2.2.1	0,814		Valid	
	X2.2.2	0,739		Valid	
	X2.3.1	0,697		Valid	
	X2.3.2	0,679		Valid	
	X2.4.1	0,816		Valid	
	X2.4.2	0,752		Valid	
	X2.5.1	0,800		Valid	
	X2.5.2	0,647		Valid	
	X2.6.1	0,602			Valid
	X2.6.2	0,596			Valid
	Y1.1	0,662			Valid
	Y1.2	0,565			Valid
	Y2.1	0,822	Valid		
	Y2.2	0,786	Valid		
	Y3.1	0,740	Valid		
	Y3.2	0,759	Valid		
	Y4.1	0,766	Valid		
	Y4.2	0,703	Valid		
	Y5.1	0,727	Valid		
	Y5.2	0,555	Valid		
	Z1.1	0,720	Valid		
	Z1.2	0,814	Valid		
	Z2.1	0,803	Valid		
	Z2.2	0,762	Valid		
	Z3.1	0,800	Valid		
	Z3.2	0,674	Valid		
	Z4.1	0,654	Valid		
	Z4.2	0,773	Valid		

Source: Processed Results SEM PLS 3.0 (2026)



Based on Table 1, it is known that the AVE value for all research variables is halal knowledge, hedonic lifestyle, purchase decision, and perceived value is above the 0.50 threshold (Prof. H. Imam Ghozali, M.Com & Dr. Karlina Aprilia Kusumadewi, n.d.). This condition indicates that each variable has met the criteria *Discriminant validity* adequate. As for the *convergent validity*, Based on Table 1, all indicators have outer loading values above 0.50 and therefore meet the convergent validity criterion. Although indicator X2.6.2 has a loading value of 0.596, which is slightly below 0.60, it was retained because it exceeds the 0.50 threshold used in this study. In addition, the Hedonic Lifestyle construct has an AVE of 0.530, Cronbach's Alpha of 0.918, and Composite Reliability of 0.931, indicating adequate validity and reliability. Therefore, X2.6.2 was considered acceptable and retained in the model., so it can be concluded that all indicators are declared valid and suitable for use for the next stage of testing and analysis (Hair et al., 2018).

Reliability Test

Cronbach's Alpha and Composite Reliability are indicators used in measuring a construct to measure the internal consistency of the measuring instrument. Reliability refers to the accuracy, consistency, and accuracy of a measuring instrument in using measurements.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Critical Values	Composite Reliability	Critical Values	Description
Halal Knowledge	0,841	> 0.70	0,881	> 0.70	Reliable
Hedonic Lifestyle	0,918		0,931		Reliable
Purchase Decision	0,890		0,911		Reliable
Perceived Value	0,890		0,912		Reliable

Source: SEM PLS 3.0, R-Square in 2026

The results presented in Table 2 show that the value of Cronbach's Alpha and Composite Reliability in all research variables exceeds 0.70. This achievement confirms that each construct has met the expected reliability requirements. Therefore, it can be stated that all instruments used in this study have a fairly high internal consistency, so they are suitable as a measuring tool in this study.

Structural Model (Inner Model)

The inner model measured can be measured using the R-Square (R²) criterion for both latent and endogenous variables.

Table 3. Value R-Square

Variable	R-square	Description
Purchase Decision	0,690	Medium
Perceived Value	0,612	Medium

Source: SEM PLS 3.0, R-Square in 2026

Table 3 presents the results of the calculation showing that the value of R-Square Purchase Decision (Y) by 0.690. This value shows that 69% of the variation Purchase Decision (Y) can be explained of the research model, while the side of 31% is explained by other factors outside the research model. Based on criteria This value is in the medium category.

Furthermore, the R-Square value for *Perceived Value (Z)* Is 0.612. This means that 61.2% of the variation in Perceived Value can be explained by the variables contained in the study, while the



remaining 48.8% is influenced by other factors outside the research model. The R^2 value of 0.302 is also included in the medium category.

Table 4. Results of Direct Influence Hypothesis Testing

Variable	Original Sample (O)	T- Statistics	P-Values	Description
X1 -> Y	0,036	0,480	0,632	H1 Rejected
X2 -> Y	0,245	3,512	0,000	H2 Accepted
X1 -> Z	0,576	6,468	0,000	H3 Accepted
X2 -> Z	0,620	8,061	0,000	H4 Accepted
Z -> Y	0,280	3,013	0,003	H5 Accepted

Source: Processed Results SEM PLS 3.0 (2026)

Table 4 presents the results of direct influence hypothesis testing using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The hypothesis testing was evaluated based on the t-statistics and p-values, with a significance level of 5%. A relationship was considered significant when the t-statistics value exceeded 1.96 and the p-value was below 0.05.

The results showed that Halal Knowledge (X1) did not have a significant effect on Purchase Decision (Y), as indicated by an original sample value of 0.036, a t-statistics value of 0.480, and a p-value of 0.632. Since the t-statistics was below 1.96 and the p-value exceeded 0.05, H1 was rejected.

Hedonic Lifestyle (X2) had a positive and significant effect on Purchase Decision (Y), with an original sample value of 0.245, a t-statistics value of 3.512, and a p-value of 0.000. Since the t-statistics exceeded 1.96 and the p-value was below 0.05, H2 was accepted.

Furthermore, Perceived Value (Z) had a positive and significant effect on Purchase Decision (Y), with an original sample value of 0.280, a t-statistics value of 3.013, and a p-value of 0.003. Therefore, H3 was accepted.

Halal Knowledge (X1) also had a positive and significant effect on Perceived Value (Z), with an original sample value of 0.576, a t-statistics value of 6.468, and a p-value of 0.000. Since the t-statistics exceeded 1.96 and the p-value was below 0.05, H4 was accepted.

Hedonic Lifestyle (X2) had a positive and significant effect on Perceived Value (Z), with an original sample value of 0.620, a t-statistics value of 8.061, and a p-value of 0.000. Therefore, H5 was accepted.

Overall, the results indicate that Hedonic Lifestyle and Perceived Value significantly influence Purchase Decision, while Halal Knowledge does not have a direct significant effect on Purchase Decision. However, both Halal Knowledge and Hedonic Lifestyle significantly influence Perceived Value.

Table 5. Indirect Influence Hypothesis Testing Results

Variable	Original Sample (O)	T-Statistics	P-Values	Description
X1 -> Z -> Y	0,069	1,955	0,051	H6 Rejected
X2 -> Z -> Y	0,174	3,099	0,002	H7 Accepted

Source: Processed Results SEM PLS 3.0 (2026)

Table 5 presents the results of indirect influence hypothesis testing through Perceived Value (Z). The results showed that Perceived Value did not significantly mediate the effect of Halal Knowledge (X1) on Purchase Decision (Y), with an original sample value of 0.069, a t-statistics value of 1.955, and a p-value of 0.051. Since the t-statistics was below 1.96 and the p-value exceeded 0.05, H6 was rejected.

In contrast, Perceived Value (Z) significantly mediated the effect of Hedonic Lifestyle (X2) on Purchase Decision (Y), with an original sample value of 0.174, a t-statistics value of 3.099, and a p-value of 0.002. Since the t-statistics exceeded 1.96 and the p-value was below 0.05, H7 was

accepted.

These findings indicate that Perceived Value significantly mediates the relationship between Hedonic Lifestyle and Purchase Decision, but does not significantly mediate the relationship between Halal Knowledge and Purchase Decision.

Table 6. Summary of Hypothesis Testing Results

No	Hypotesis	Remarks
1	H1: The effect of Halal Knowledge on Purchase Decision	Rejected
2	H2: The effect of Hedonic Lifestyle on Purchase Decision	Accepted
3	H3: The effect of Perceived Value on Purchase Decision	Accepted
4	H4: The effect of Halal Knowledge on Percived Value	Accepted
5	H5: The effect of Hedonic Lifestyle on Percived Value	Accepted
6	H6: The effect of Halal Knowledge on Purchase Decision mediated by Perceived Value	Rejected
7	H7: The effect of Hedonic Lifestyle on Purchase Decision mediated by Perceived Value	Accepted

Source: Processed Results SEM PLS 3.0 (2026)

Table 6 summarizes the results of the seven hypotheses examined in this study. The findings showed that H1 was rejected, indicating that Halal Knowledge did not significantly affect Purchase Decision (Achmad, Dewi Nabila, 2021). In contrast, H2 and H3 were accepted, demonstrating that Hedonic Lifestyle and Perceived Value had significant effects on Purchase Decision (Fauzi et al., 2024). Furthermore, H4 and H5 were accepted, which indicated that both Halal Knowledge (Aisyah Putri Nurdiasari, 2025) and Hedonic Lifestyle significantly influenced Perceived Value (Tirtayasa et al., 2023). These findings suggested that consumers' lifestyle orientation and perceived benefits played a more prominent role in determining culinary purchasing decisions through online food delivery.

The results of the mediation hypotheses showed different findings. H6 was rejected, indicating that Perceived Value did not significantly mediate the relationship between Halal Knowledge and Purchase Decision. Meanwhile, H7 was accepted, demonstrating that Perceived Value significantly mediated the relationship between Hedonic Lifestyle and Purchase Decision. Overall, the findings indicated that although Halal Knowledge contributed to the formation of Perceived Value, its effect was not strong enough to influence Purchase Decision through the mediating variable. Conversely, Hedonic Lifestyle was able to increase Purchase Decision both directly and indirectly through Perceived Value.

CONCLUSION

This study examined the effects of Halal Knowledge and Hedonic Lifestyle on Generation Z's culinary Purchase Decision through online food delivery, with Perceived Value as a mediating variable. The findings show that Halal Knowledge does not have a significant direct effect on Purchase Decision, although it has a positive and significant effect on Perceived Value. Hedonic Lifestyle has a positive and significant effect on both Purchase Decision and Perceived Value. Furthermore, Perceived Value has a positive and significant effect on Purchase Decision.

The mediation analysis shows that Perceived Value does not significantly mediate the relationship between Halal Knowledge and Purchase Decision. In contrast, Perceived Value significantly mediates the relationship between Hedonic Lifestyle and Purchase Decision. These findings indicate that the tested constructs do not influence Generation Z's online culinary purchase decisions in the same way. However, this study does not formally compare the effect sizes of Halal Knowledge and Hedonic Lifestyle; therefore, no conclusion is made regarding which factor has a stronger role. From a theoretical perspective, the findings support the application of the Theory of Planned Behavior in explaining Generation Z's online culinary purchasing behavior by showing that consumer-related factors and perceived evaluations are associated with purchase decisions.



Perceived Value also provides a mediating mechanism for the relationship between Hedonic Lifestyle and Purchase Decision, while its mediating role in the relationship between Halal Knowledge and Purchase Decision is not supported.

From a practical perspective, the findings suggest that culinary businesses using online food delivery services may pay attention to the tested constructs. Since Halal Knowledge significantly contributes to Perceived Value, providing clear and accessible halal-related information may help consumers evaluate the value of culinary products. However, because Halal Knowledge does not have a significant direct effect on Purchase Decision, halal information should not be interpreted as a direct determinant of purchasing decisions based on this study. In addition, the significant relationships involving Hedonic Lifestyle and Perceived Value suggest that culinary businesses may consider creating product experiences and value perceptions that are relevant to Generation Z's hedonic consumption tendencies.

The practical implications above are limited to relationships directly supported by the statistical findings of this study. Factors such as price, promotion, delivery speed, service quality, trust, and customer satisfaction were not examined and therefore cannot be concluded to influence Purchase Decision based on the present findings. These factors may be considered in future research to provide a broader understanding of Generation Z's online culinary purchasing behavior.

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