

EXPERIENTIAL MARKETING AND CUSTOMER SATISFACTION IN LIMA'S FAST FOOD DELIVERY: CHALLENGES AND OPPORTUNITIES

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Abstract: The fast food sector represents an industry with an economic impact in many countries, driven by changes in customer consumption habits. The growing demand for convenience has motivated restaurants to focus their strategies on customer satisfaction, ensuring that product and service delivery are accessible and efficient. The objective of the research was to examine the relationship between experiential marketing and customer satisfaction in tourist districts of the city of Lima with home delivery service in fast food restaurants. As a methodology, a quantitative correlational approach and a cross-sectional design were used, with instruments subjected to high reliability and descriptive and inferential statistical analysis. The data was collected through a survey administered to 383 participants, selected according to the criteria established in the methodological design. The results showed a positive correlation between experiential marketing and the satisfaction of customers who use the delivery service in fast food restaurants. A Spearman correlation coefficient (r_s) of 0.306 was obtained, with a bilateral significance level of 0.00 (< 0.05), which allows us to affirm that there is a significant relationship between the variables analyzed and that this relationship is not due to chance, but rather reflects a consistent association within the data set studied. In conclusion, it was obtained that the experience of sensations is the most important dimension of experiential marketing because various factors such as smell, touch, sound, taste, among others, are applied within their commercial and advertising strategies to attract consumers. Furthermore, stimulation is the main element of the sensation experience that increases customer satisfaction. Therefore, this study was important for companies in this sector to design and implement innovative improvements in the online delivery service experience through experiential marketing actions in order to increase sales, build long-term customer loyalty, strengthening the brand's positioning in the market, generating sustainable relationships based on satisfaction, trust, and service differentiation, and fostering a community of loyal users who act as natural brand promoters. Furthermore, these actions will allow us to gather valuable information on consumer behavior, optimize logistics processes, and anticipate customer needs in a highly competitive and constantly evolving environment.

Keywords: experiential marketing, customer satisfaction, restaurants, fast food, delivery, performance experience, relationship experience

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INTRODUCTION

Currently, there is an evolution in customers' exclusive consumption habits, which has generated growing concern through restaurants that sell fast food, which prioritize the accessibility of the product and service to satisfy the demands of their customers, especially with the expansion of online food delivery services in recent years.

In this context, the concept of experiential marketing is worth mentioning. Li et al. (2023) highlights the relevance of focusing on experiences that involve the customer's entire being and have a notable and positive impact on sales and, at the same time, on the perception of a mark. It is essential to analyze the aspect of customer satisfaction, especially in their post-pandemic recovery, given that the fast-food sector has a significant role in consumption patterns.

On the other hand, Elliot et al. (2025) point out that customer satisfaction arises when the experience exceeds their expectations. From the customer's perspective, the dining experiences should be pleasant, attractive, and memorable, as indicated by Oh et al. (2007) highlighting the importance of offering rewarding experiences to establish emotional and affective connections with customers. Now, experiential marketing has evolved to adapt to an environment where consumers are increasingly sophisticated and selective. This approach adds value to the product and service by focusing on the customer-focused experience during consumption or use (DiPietro, 2017; Li et al., 2023). Companies must think strategically about what experiences to offer to satisfy and compensate customers' wants and needs.

According to Roy et al. (2025) fast food sales in Latin America, particularly in nations such as Chile and Mexico, have increased due to the convenience, speed, and competitive prices that characterize this type of service. Income from online food delivery orders is projected to grow generally by 2021. In the Peruvian context, with the approach of the

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"new normal," significant changes have been evident in consumption habits, which have marked increased use of online delivery services during the pandemic. According to Li et al. (2023) price is the primary motivator for consumers who use restaurant mobile applications; other aspects, such as the place's location, offers, promotions, and personalization, are also considered. Therefore, experiential marketing is a strategic tool to strengthen the brand, differentiate the service, consolidate a solid image, encourage innovation, and cultivate customer loyalty. In addition, its applicability covers various industries, such as tourism, restaurants, and entertainment (Kochling, 2021).

In previous studies, Salomão & Santos (2022) investigate whether the influence of experiential marketing practices and the perception of the quality of the good leads to immediate satisfaction through experiential value and, consequently, induces positive behavior after the purchase - acquisition to get customers to revisit the brand. According to Alalwan (2020) applied their study in a coffee shop in Indonesia and analyzed the influence of experience marketing and customer satisfaction. Likewise, Spence (2019) analyzed the influence of experiential marketing through five strategic experiential dimensions (SEM) to explain the relationship between satisfaction and customer loyalty.

This research explores the interrelationship between experiential marketing and customer satisfaction in the context of delivery services offered by fast food restaurants in zone 7 of Lima City. It focuses on various dimensions of experience, such as sensations, feelings, thoughts, and relationships, to provide an exhaustive and insightful analysis of this dynamic.

LITERATURE REVIEW

Experiential marketing

Errajaa et al. (2025) conceptualize marketing as the identification and social fulfillment of human demands with the goal of profit. This process involves groups and people acquiring what they want through the generation, offering, and free transaction of valuable goods. This activity involves the participation of groups and individuals in obtaining valuable goods through creation and offering. Köchling (2021) emphasizes the responsibility of companies to generate value for their customers, which requires considerable effort and the application of substantial skills. Furthermore, Obadia & Vida (2024) focus on marketing as a process that seeks to generate benefits for customers and establish relationships that are established in the long term, in turn obtaining benefits from them.

In addition, Errajaa et al. (2025) identify different stages in the evolution of marketing, adapting to changes in consumer habits and society. Ball & Brennett (2024) present experiential marketing as a modern way to strengthen the customer's emotional connection to a brand. Cepeda et al. (2017) argues that experiential marketing involves tangible experiences contributing to sales and brand growth. Same & Larimo (2012) and Tuli et al. (2025) suggest that experiential marketing is based on providing access to products before purchase to create emotional connections with customers, promoting brand loyalty. Li et al. (2023) defines experiential marketing as establishing relationships based on emotional experiences, while Phau & Ferguson (2013) highlighted their focus on the customer's emotions and feelings to create positive experiences. These visions of experiential marketing highlight the importance of generating emotional experiences and promoting brand loyalty and success in a competitive environment (Table 1).

Table 1. Comparative characteristics between traditional and experiential marketing

Traditional Marketing	Experiential Marketing
It focuses exclusively on features and practical benefits.	Develop products and strategies that capture the interest of the clients.
Institute limits and competencies in the product.	Establish what types of products are appropriate in the consumer field and improve customer experience.
It states that customers make decisions rationally.	They make decisions influenced by logic and emotions.

Li et al. (2023) suggests that customers combine rational and emotional aspects of purchase. This is even though traditional marketing focuses on the product or service's functional attributes and assumes the consumer's rationality. This latter approach uses quantitative methods and is limited in analyzing the product or service's competencies. Besides, Rico (2023) comments that traditional marketing orients towards short-term individual sales, prioritizing the characteristics of a product and showing low commitment to the customer.

Experiential marketing theories

According to Kochling (2021), argues that experiential marketing creates value by focusing on direct interactions between the product and the customer, highlighting the importance of generating emotions to create memorable experiences that increase the perception of value and offer unique differentiation. To understand this concept, four types of experiences are classified through two dimensions (Spence, 2019; Gu et al., 2024).

In summary, they suggest exploring different areas to design participatory experiences, combining these categories to provide enriching experiences for the client. On the other hand, there is the theory of Strategic Experiential Modules (MEE) by Li et al. (2023), who highlights that brand are closely related to experiences that encompass emotions, feelings, and senses. It proposes merging communication elements, events, and contact points so that customers associate the brand with their user experience. In addition, Experiential Marketing analyzes various dimensions of the customer experience, including sensory, emotional, cognitive, physical, and relational.

Customer satisfaction

"Customer satisfaction" refers to your evaluation after consuming a service, comparing the value received with your

previous expectations (Nam et al., 2011; Shamah et al., 2018). Also, Iacobucci et al. (1995) describe this process as emotional and based on comparing the product's performance and customer expectations. This satisfaction is influenced by several factors (Fournier & Mick, 1999; Shankar, 2022). According to Lin et al. (2023), it represents consistency in service results, while Anderson & Srinivasan (2003) can be divided into transactional and cumulative satisfaction. Errajaa et al. (2025) defines it as the emotional response to a product's expectation and actual purchase.

Furthermore, it is a precursor to customer loyalty (Sokolova et al., 2024). Also, Cock (2024) describes it as the comparison between the actual performance of the product or service and expectations, while Ali & Anwar (2021) see it as the measure of the satisfaction of customer expectations (Table 2).

Table 2. Concepts of the dimensions belonging to the customer satisfaction variable

Dimension	Concept	Author
Food Quality	When food is suitable for consumption, we speak of its quality, which is determined by several factors such as variety, flavor, freshness, temperature, healthy options, and nutritional value.	Kim et al. (2018); Juuse et al., (2024); Boukis (2024).
Electronic Service Quality	In the context of the online marketplace, quality refers to a website's effective and efficient ability to facilitate the acquisition, purchase, and delivery of a service or product.	Zeithaml et al. (1988).
Price	Price is the amount the customer pays for a product or service, and perception is influenced by price level, perceived value, advertising, offers, and promotions, which affect customer satisfaction.	Cetin & Dincer (2013); Errajaa et al. (2025).
Payment	In e-commerce, speed is of the essence, as online shoppers expect fast transactions, and an efficient payment system contributes to customer confidence in their online experiences.	Sokolova et al. (2024).
Delivery	Speed of delivery is also essential for customer satisfaction and retention in e-commerce, as time is a vital resource for online and in-store purchases.	Sokolova et al. (2024).

Regarding the study variable, reference is made to the Quality Theory SERVQUAL Model. Service quality is the customer's perception of whether it meets or exceeds expectations. According to Brady & Cronin (2001) and Eisingerich & Bell (2008), this perception is considered the general assessment customers make of the service. Zeithaml et al. (1988) identified four main dimensions of service quality: empathy, reliability, tangibility, responsiveness, and guarantee, which were evaluated using their SERVQUAL scale, which allows for measuring service quality and understanding customer expectations. Excellence in quality makes a difference in a service context.

Edward & Sahadev (2011) argued that it fosters customer loyalty, highlighting the importance of positive attention and experience during service. Wu (2013) states that service quality influences recommendation and the willingness to be loyal customers. However, the SERVQUAL model is relevant because it provides detailed information on customer opinions and employee perceptions and compares performance with other institutions. On the other hand, Customer perception theory focuses on how companies interpret customers' sensory stimuli, according to Monfort et al. (2025) and Xiong et al. (2025) suggests that this theory seeks to understand customer behavior by analyzing motivations for purchasing specific goods, including self-perception, price perception, and benefit perception.

This approach is relevant to experiential marketing, especially in the dimension of "Sensation (sensory) experience," which considers how customers interpret and respond to the sensory experiences offered by companies.

The information society and the importance of digital technologies

New technologies are drastically changing how society accesses information and conducts online transactions. This change, driven by the internet, smart devices, and other technological advances, redefines social structures but also presents challenges regarding the privacy and security of customer data (Roy et al., 2022).

Today's society, characterized by the abundance of information and the prevalence of technology, is closely related to people's ability to understand and use digital tools. The COVID-19 pandemic has highlighted the importance of Information and Communication Technologies (ICT) in daily life and the business environment (Ashraf et al., 2017; Lalaleo et al., 2021). This has changed how we interact, work, and transact business, driving companies to adopt digital transformation strategies to adapt to new circumstances. Thanks to the advancement of ICT, consumers' greater access and control over information shapes their consumption habits and future expectations.

Ali & Anwar (2021) and Sutiadiningsih et al. (2024) conclude that understanding how customers use these technologies and how they influence their lifestyles is crucial. Furthermore, the importance of the speed and accessibility of online products is highlighted, as well as the role of ICT in the formation of purchasing decisions and the creation of user experiences, as observed in the studies (Momtaz et al., 2013).

Fast food restaurants in Peru

In the gastronomic Field, "restaurant" refers to places that offer prepared meals, while in marketing, it is defined as establishments that provide fast food at low prices (DiPietro, 2017). The fast-food restaurant industry shows constant growth globally (Uddin, 2019). Fast food delivery stands out for its efficiency, but the construction of customer loyalty also depends on emotional factors, perception, and expectations (Juuse et al., 2024).

The importance of fast-food restaurants lies in their impact on the customer's dining experience. They seek to provide complete experience beyond simply delivering a product (Kim et al., 2018). On the other hand, experiential marketing, related to the quality of products, environment, and service, determines customer satisfaction and their propensity to repurchase (Ryu et al., 2012; Skandalis et al., 2019).

MATERIALS AND METHODS

The study was developed through a quantitative research design, which involves collecting numerical data to evaluate hypotheses and behavioral patterns, as noted by Elliot et al. (2025). A relational approach was adopted with a cross-sectional design, allowing the researcher to explore the connections between events and phenomena. This facilitated the practical assessment of correlations between variables at a specific time point (Griffith, 2024).

This research examines the relationship between experiential marketing and customers' satisfaction using the home delivery service in fast food restaurants in Lima City. The target population consisted of individuals who consume fast food through an online delivery service and reside in the selected districts of the study area. Intentional non-probabilistic sampling was applied, involving 383 people who met the study's inclusion and exclusion criteria (Laudien et al., 2024). Two questionnaires were administered. To develop the instrument, various sources were consulted, such as Brady & Cronin (2001) and Salomão & Santos (2022) for the Experiential Marketing variable. Regarding the Customer Satisfaction variable.

From these references, 43 items distributed in 12 constructs were developed, translated into Spanish, and applied with filter questions. The scale developed was a 5-point Likert type. Likert describes this scale as a measure of respondents' reactions to different statements, where a statement is presented that must be evaluated by the respondent. The collected data were analyzed using IBM SPSS 29 to evaluate normality and correlation coefficients, as Shao et al. (2019) recommended. Respondents were assured that the study would be used exclusively for scientific purposes and that their data would be kept confidential. The instrument's validity was established through comprehensive content analysis and subjected to the Aiken V test. Likewise, internal consistency reliability was evaluated using Cronbach's Alpha coefficient (Malkewitz et al., 2023; Nivornuist et al., 2024). The Alpha values obtained, which ranged between 0.838 and 0.702, exceeded the accepted range (0.60–0.70) for social science research (Ursachi et al., 2015).

The values from Salomão & Santos (2022) for "Experiential Marketing" and Edward & Sahadev (2011) for "Customer Satisfaction" were used. A descriptive analysis was performed to examine the sample, and correlation tests, such as *Spearman's Rho* (Figure 1). The results use tables, highlight significant correlations, and discuss their implications.

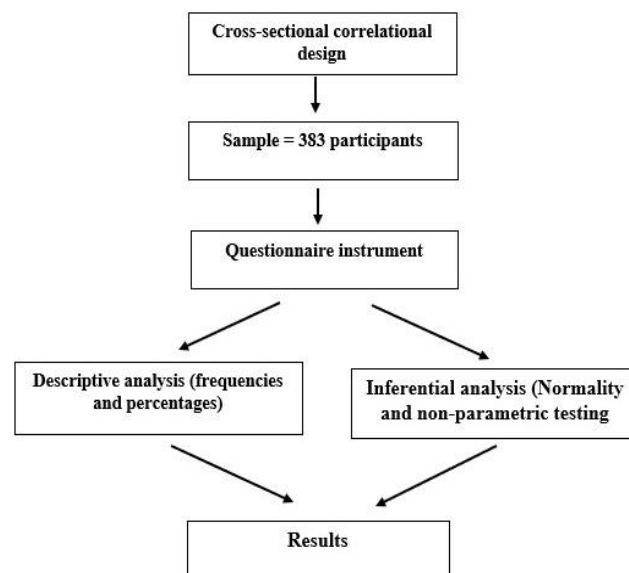


Figure 1. Quantitative analysis process.

RESULTS AND DISCUSSION

According to the results of this study, most customers who used the online delivery service of fast-food restaurants in zone 7 of Lima City were women (60.1%) compared to men (39.9%). Most users were between 18 and 29 years old (54.8%), followed by those between 30 and 35 years old (26.6%) (Figure 2 and Figure 3).

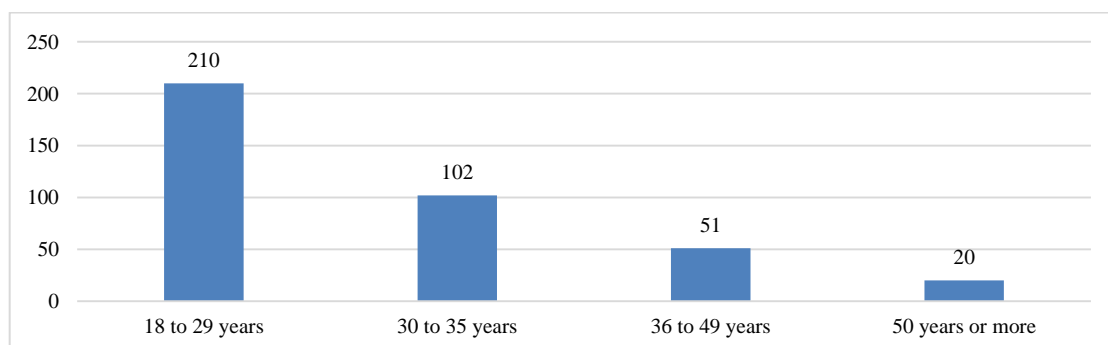


Figure 2. Survey results by age

Regarding purchasing frequency, most customers aged 18 to 29 placed orders once a month (75%), followed by 48% who bought twice a week and 44% who bought once a week. For the 30 to 35-year-old group, 52% shopped once a month, 22% twice a week, and 21% once weekly. The age groups that most frequently made purchases, whether once a month or once or twice a week, were in the 18 to 35 range (Figure 2 and Figure 3).

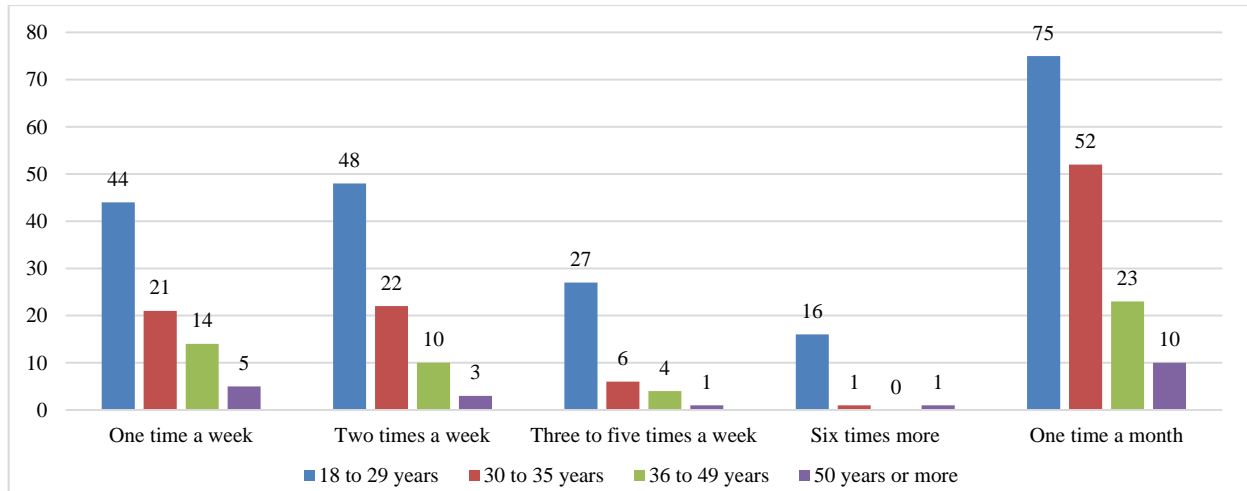


Figure 3. Survey results by age and purchase frequency

In this study, the Kolmogorov-Smirnov normality test was used to examine whether the data collected from the sample followed a parametric or non-parametric distribution and to evaluate possible correlations between the variables (Table 3).

Table 3. Normality test Kolmogorov-Smirnov sample

	Experiential Marketing (V1)	Customer Satisfaction (V2)
N	383	383
Sig. (bilateral)	.001	.052

According to the results of the Kolmogorov-Smirnov test with a sample of 383 respondents, the Experiential Marketing (V1) has a significance value (Sig.) of 0.001, which indicates a non-normal distribution. For the Customer Satisfaction (V2), the Sig. is 0.052, suggesting a possible normal distribution. Therefore, the Alternative Hypothesis (Ha) for V1 is accepted, and non-parametric tests such as Rho Spearman will be used in the analysis.

The general hypothesis was taken as Ha: There is a relationship between experiential marketing and customer satisfaction using delivery in fast food restaurants in Lima City. Ho: There is no relationship between experiential marketing and customer satisfaction using delivery in fast food restaurants in Lima City (Table 4).

Table 4. General hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Experiential Marketing	Customer satisfaction	
		Correlation coefficient	0.306
		Sig. (bilateral)	0.001
		N	383

Table 4 reveals a correlation coefficient (rs) of 0.306 between experiential marketing and customer satisfaction, indicating a weak positive correlation. With a bilateral significance level of 0.001, less than 0.05, the alternative hypothesis (Ha) is confirmed, and the null hypothesis (Ho) is rejected. This suggests a significant relationship between experiential marketing and customers' satisfaction using the delivery service in fast food restaurants in Lima City.

For the first specific hypothesis, the alternative hypothesis (Ha) suggests that sensory experience is significantly related to the satisfaction of customers who use the home delivery service in fast food restaurants in Lima City. Meanwhile, the null hypothesis (Ho) states that no significant relationship exists between sensory experience and customer satisfaction in this context (Table 5).

Table 5. First specific hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Experience of sensations	Customer Satisfaction	
		Correlation coefficient	0.126
		Sig. (bilateral)	0.014
		N	383

Table 5 shows a correlation coefficient (rs) of 0.126 between sensory experience and customer satisfaction. Although this correlation is weak, the two-sided significance level of 0.014 (<0.05) indicates a significant relationship. Therefore,

the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected, concluding that the sensory experience significantly relates to customers' satisfaction using the home delivery service in fast food restaurants.

For the second specific hypothesis, the alternative hypothesis (Ha) suggests that emotional experience is significantly related to customer satisfaction using the home delivery service in fast food restaurants in Lima City. The null hypothesis (Ho) states that no significant relationship exists between emotional experience and customer satisfaction in this specific context and period (Table 6).

Table 6. Second specific hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Experience of Feelings	Customer Satisfaction	
		Correlation coefficient	0.202
		Sig. (bilateral)	0.001
		N	383

Table 6 shows a correlation coefficient (rs) 0.202 between emotional experience and customer satisfaction. Although this correlation is weak, the two-sided significance level of 0.001 (<0.05) indicates a significant relationship.

Therefore, the alternative hypothesis (Ha) is accepted, and the null hypothesis (Ho) is rejected, concluding that the emotional experience is significantly related to customers' satisfaction using the home delivery service in fast food restaurants. For the third specific hypothesis, the alternative hypothesis (Ha) states that the experience of thoughts is significantly related to the satisfaction of customers who use the home delivery service in fast food restaurants in Lima City. Meanwhile, the null hypothesis (Ho) maintains no significant relationship between the experience of thoughts and customer satisfaction in this context (Table 7).

Table 7. Third specific hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Thought experience	Customer Satisfaction	
		Correlation coefficient	0.079
		Sig. (bilateral)	0.125
		N	383

Table 7 shows a correlation coefficient (rs) of 0.079 between thought experience and customer satisfaction. This correlation is very weak, and the bilateral significance level is 0.125 (≥ 0.05), indicating no significant relationship. Therefore, the alternative hypothesis (Ha) is rejected, and the null hypothesis (Ho) is accepted, concluding that the experience of thoughts is not significantly related to the satisfaction of customers who use the home delivery service in fast food restaurants in Lima City. For the fourth specific hypothesis, the alternative hypothesis (Ha) suggests that the experience of actions is significantly related to the satisfaction of customers who use the delivery service in fast food restaurants. Meanwhile, the null hypothesis (Ho) states that no significant relationship exists between the experience of actions and customer satisfaction in this context (Table 8).

Table 8. Fourth specific hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Performance experience	Customer Satisfaction	
		Correlation coefficient	0.246
		Sig. (bilateral)	0.001
		N	383

Table 8 shows a coefficient (rs) of 0.246, indicating a weak positive correlation between performance experience and customer satisfaction. Furthermore, the level of bilateral significance (Sig.) was 0.001, less than 0.05, which leads to accepting the alternative hypothesis (Ha) and discarding the null hypothesis (Ho). Consequently, it is concluded that the experience of action is significantly linked to the satisfaction of customers who use the delivery service in fast food restaurants in Lima City. Finally, for the fifth specific hypothesis, the alternative hypothesis suggests a significant connection between the experience of relationships and the satisfaction of customers who use the delivery service in fast food restaurants in Lima City. On the other hand, the null hypothesis states that there is no significant relationship between relationship experience and customer satisfaction in this context (Table 9).

Table 9. Fifth specific hypothesis- Rho Spearman correlation coefficient result

Spearman's Rho	Relationship experience	Customer Satisfaction	
		Correlation coefficient	0.355
		Sig. (bilateral)	0.001
		N	383

According to the data in Table 9, a correlation coefficient (rs) of 0.355 is between relationship experience and customer satisfaction. This value indicates a weak positive correlation. Furthermore, the bilateral significance level (Sig.) was 0.001, below 0.05, which leads to accepting the alternative hypothesis (Ha) and rejecting the null hypothesis (Ho). Therefore, it is concluded that the relationship experience is significantly related to the satisfaction of customers who use the delivery service in fast food restaurants in Lima City.

From the general objective of this present study, the results were verified with the general hypothesis that there is a weak positive correlation between experiential marketing and the satisfaction of customers who use delivery service in fast food restaurants, concluding that, through the use of the coefficient (rs) it was 0.306 whose bilateral Sig. level=0.000<0.05, affirming that it does have a significant relationship between the mentioned variables. These findings are in line with previous theories, in direct relation to the theory of "Strategic Experiential Modules", who maintains that companies can create and manage experiences through stimuli directed at customers since this theory was corroborated by the relationship with the experiential marketing variable and its five experience modules.

Finally, it is essential to compare the background and theories previously supported with the results of this present research since 73.1% and 83.3% of the people surveyed indicated that they "Agree" that experiential marketing positively influences the satisfaction of customers who use the delivery service.

When examining the first specific hypothesis, the first dimension, "Experience of sensations" and customer satisfaction, presents a very weak positive correlation; it was concluded that from the result, there was a coefficient (rs) 0.126 with a bilateral Sig. Level =0.014<0.05, stating that the alternative hypothesis is accepted and is supported by the fact that the experience of sensations is significantly related to the satisfaction of customers who use the delivery service. This result is contrasted through the research of Dabestani et al. (2016), who also used Li et al. (2023) "Experiential Strategic Modules" theory to analyze whether experiential marketing of sensations exists in a relationship with the satisfaction of hotel customers. Likewise, it was concluded that various sensory elements such as smell, vision, touch, sound, taste, appearance of the staff, and the establishment's infrastructure have a positive influence that generates experience in the service, increasing the satisfaction of these customers.

Similarly, Salomão & Santos (2022) argued that the experience of sensations (sensory) is the most important thing within the experiential module to create experiential value in customers when they receive the service. Regarding the "Feeling Experience," a significant positive correlation with customer satisfaction was identified, supporting the idea that emotional interactions during service influence customer satisfaction and can influence the recommendation of the service to others (Holbrook & Hirschman, 1982; Kochling, 2021). This finding is consistent with previous research and highlights the importance of stimulating positive emotions in customers to create satisfying experiences.

However, for "Thought Experience," no significant relationship was found with customer satisfaction, suggesting that although thought experience may motivate customers to think and contribute to their creativity, it is not necessarily linked to their satisfaction (Salomão & Santos, 2022). Regarding the "Performance Experience," a weak but positive relationship with customer satisfaction was observed, indicating that physical experiences during service are linked to customer satisfaction. However, some studies contradict this finding, highlighting the role of influential figures in advertising to improve customer experience (Fusté-Forné & Filimon, 2025). Finally, a weak positive correlation was found between "Relationship Experience" and customer satisfaction, supporting the importance of personalized attention and communication in the customer experience (Parasuraman et al., 1988; Anderson & Srinivasan, 2003; Salomão & Santos, 2022).

CONCLUSION

Experiential marketing is a determining factor in customer satisfaction and subsequent loyalty toward fast food establishments. In this study, it has been found that sensory experience, characterized by multisensory stimuli such as smell, sound, and taste, plays a fundamental role in generating satisfaction, which supports the proposed hypothesis. Similarly, the emotional experience, which seeks to establish emotional connections with customers through advertising and service interactions, is crucial in increasing satisfaction and improving brand perception, thus corroborating the hypothesis raised. On the other hand, the cognitive experience, focused on the customer's thought and reflection processes during the service, has not significantly influenced their satisfaction, supporting the null hypothesis.

Likewise, the performance experience, which involves the customer's physical participation and interaction with other individuals in the service process, has been revealed as a positive factor in improving customer satisfaction. Finally, the relational experience, which seeks to strengthen the ties between the customer and the company, has proven crucial to promoting long-term satisfaction and loyalty. Regarding the limitations of the study, the sample was composed of 383 participants, which is statistically representative, the results cannot be generalized to the entire population without considering possible selection biases. Selection based on age criteria may have influenced the composition of the group, privileging certain sociodemographic profiles.

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