

Impact of Restaurant Experience on Customer Loyalty: Mediating Role of Customer Satisfaction with Special Reference to Full-Service Restaurants in Colombo District, Sri Lanka

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The purpose of this study is to investigate which restaurant experiences influences customer loyalty. The study examines at connections between restaurant experiences and customer loyalty at full-service restaurants in Colombo District, Sri Lanka. The mediating role of Customer Satisfaction on the creation of Customer Loyalty is also investigated in this study. Depending on the literature review, this study develops a Conceptual Framework, which was tested using 384 restaurant customers through an online survey. The research results of this study suggest that: (a) A restaurant experience positively influences customer loyalty, (b) customers' restaurant experience positively impact to the customer satisfaction, (c) customers' satisfaction positively impact to the customer loyalty, (d) customers' satisfaction mediate the relationship between restaurant experiences and customer loyalty. These findings provide a basis for determining which restaurant experiences are critical in generating customer loyalty and which have behavioral consequences. This research also provides managers with information into developing marketing strategies to improve customer retention in the full-service restaurant industry in Colombo District, Sri Lanka, in order to survive in the strong competition.

Keywords: *Customer Loyalty, Customer Satisfaction, Food Quality, Price Fairness, Restaurant Environment, Restaurant Experience*