

The Impact of Experiential Marketing on Customer Satisfaction in Restaurants in Western Province: Mediating Effect of Customer Perceived Value

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The restaurant industry is one of the fastest-growing industries in Sri Lanka. People are increasingly turning to e-commerce platforms for their meals after COVID-19. Therefore, experiential marketing has become an essential factor for the survival and growth of the industry. In this study, the researcher has analysed how experiential marketing impacts customer satisfaction in the Sri Lankan restaurant industry. This study employed a quantitative research design, and the population consisted of people who visited restaurants while living in Western Province. The convenient sampling method resulted in a sample size of 345 respondents aged over 18. An online survey was used to collect the data. Multiple regression was used to analyse the data. Existing studies mainly focus on related sectors like tourism and the performing arts. The study aims to provide valuable insights for marketers, restaurateurs, and stakeholders, aiding in the formulation of effective recovery strategies. Key findings reveal a significant positive impact of experiential marketing on customer satisfaction, with the relationship mediating through perceived value. The researcher recommends expanding the study to benefit struggling restaurant stakeholders post-COVID-19, suggesting incorporating case studies and in-depth interviews for a more comprehensive understanding.

Keywords: *Customer Perceived Value, Experiential Marketing, Good Mood, Joyfulness, Overall Satisfaction*