Fast food, customer satisfaction and brand loyalty: an integrative literature review

Comida rápida, satisfacción del cliente y fidelización: una revisión integradora de la literatura

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Abstract

Growing competition within the fast-food sector has made it more important than ever for brands to understand the factors that influence customer loyalty and satisfaction in order to identify ways to improve their performance. This study analyses Brazilian academic publications on customer loyalty and satisfaction in fast food restaurants from the period 2019-2024, based on searches on the Google Scholar database using the descriptors 'Customer Loyalty' and 'Fast Food', and 'Customer Satisfaction' and 'Fast Food'. The seven articles selected show that, in addition to consistency, consumers value the quality of products and services, trust, perceived value, personalisation, and service innovation. The results also highlight the need for brands to adapt to the cultural and economic particularities of Brazil. The incorporation of digital technologies is presented as a promising way to increase satisfaction and loyalty by providing valuable insights for industry managers.

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Resumen

El sector de la comida rápida es cada vez más competitivo, por lo que es importante comprender los factores que influyen en la lealtad y satisfacción del cliente para mejorar el desempeño de estos establecimientos. Este estudio analizó la producción académica brasileña entre 2019 y 2024 sobre lealtad y satisfacción del cliente en restaurantes de comida rápida, a partir de búsquedas en la base de datos Google Scholar con los descriptores "Customer Loyalty" y "Fast Food", y "Customer Satisfaction" y "Fast Food". Se seleccionaron siete artículos que muestran que, además de una experiencia consistente, los consumidores valoran la calidad de los productos y servicios, la confianza en la marca, la percepción de valor, la personalización y la innovación en el servicio. Asimismo, se resalta la necesidad de adaptarse a las particularidades culturales y económicas de Brasil. La incorporación de tecnologías digitales se presenta como una vía prometedora para incrementar la satisfacción y la lealtad, aportando valiosas perspectivas para los gestores del sector.

Palabras clave: comida rápida, fidelización, satisfacción, consumidor, marca

1. INTRODUCTION

The fast-food industry is one of the most profitable and constantly changing sectors of the global economy, with revenues growing significantly. According to the Fortune Business Insights report, the worldwide fast food market was valued at 862,05 billion dollars in 2020 and is expected to reach 1.467,04 billion dollars by 2028, with a compound annual growth rate (CAGR) of 6.05% from 2021 to 2028 (Fortune Business Insights, 2025).

In recent years, the Brazilian market has undergone significant changes in eating habits, especially with the arrival of international fast-food chains. Initially, these novelties faced some cultural and economic resistance, requiring adaptations to suit the taste and expectations of the local public (Araújo & Tozi, 2020). For this reason, understanding what Brazilian consumers value, e.g., quality, fair price, convenience, and respect for cultural identity, has become essential to win and maintain their preference. In this sense, building customer loyalty goes far beyond offering a good service; it involves understanding their needs and preferences (Reshi et al., 2023).

In this scenario, understanding how customer loyalty and satisfaction influence the performance of fast-food chains in Brazil becomes essential. Loyalty arises mainly from a positive and consistent experience, which makes the consumer want to return. Satisfaction is linked to the quality of service, the flavor of the products, and experience. To remain competitive, these chains need to adapt to the preferences and habits of the Brazilian public.

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This study seeks to answer the following research question: *'What are the main trends, factors, and impacts related to customer loyalty and satisfaction in fast food restaurants in Brazil, according to Brazilian academic production published between 2019 and 2024?'.* To address this question, a review was conducted in the Google Scholar database using the descriptors: "Fidelização de clientes" AND "Fast Food"; "Satisfação de clientes" AND "Fast Food"[3]. The review focuses on identifying relevant findings concerning the influence of loyalty and satisfaction on the performance of fast-food chains in Brazil, emphasizing adaptations to the country's cultural and economic context.

The importance of this study lies in its ability to bring theory and practice closer together, contributing to the advancement of academic knowledge in consumer behavior and marketing, and the day-to-day decision-making of those working in the fast-food sector. By gathering and analyzing what has been produced in Brazil on customer loyalty and satisfaction, the aim is to gain a deeper understanding of how these factors influence the performance of fast-food chains. More than a theoretical contribution, the study aims to offer valuable and applicable ideas for managers to develop more effective strategies to strengthen the bond with consumers and improve the experience offered.

This article is structured as follows: Section 2 presents the literature review, covering the main concepts and studies related to fast food and consumer satisfaction and loyalty. Section 3 describes the methodology used in the research. Section 4 then sets out and analyzes the results obtained. Finally, Section 5 summarizes the study's conclusions and proposes suggestions for future research.

2. THEORETICAL BACKGROUND

This literature review explores the fast-food sector and the main factors that influence consumer loyalty and satisfaction in fast-food restaurants, with a focus on the specificities of the Brazilian market.

2.1. Fast food

The English expression fast food refers to food prepared and served quickly and on a large scale, designed especially for those with little time in their daily lives. With a strong standardization in preparation and service, this type of meal emerged as a solution for busy routines, but over time, it has gained a place in many people's daily lives. Nowadays, fast food goes beyond the rush factor; it has become a frequent choice because of its flavor and familiarity (R. F. da Silva, 2019; Toledo et al., 2021).

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[3] The descriptors for the search were in Portuguese since the focus was on academic work carried out and published in Brazil. For a broader global understanding, the terms were translated as follows: "Customer loyalty" (Fidelização de clientes), "Customer satisfaction" (Satisfação de Clientes) and "Fast food" (Fast Food). This decision corresponds to the limits set within the scope of the integrative review, which considered the scientific literature published in Brazil from 2019 to 2024.

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In Brazil, the fast food market has grown significantly, especially in large cities, driven by urbanization and the increased purchasing power of the middle class, which is now looking for quick and affordable meals (Caivano et al., 2017). Therefore, the transformation of lifestyles associated with capitalist logic has intensified the consumption of food away from home, favoring the expansion of fast food chains in the country (Nascimento & Lima, 2021). The increase in purchasing power, especially among the lower-income groups, strengthens the perception of fast food as a practical and affordable option, while Brazil's large territorial extension imposes logistical challenges that require efficient distribution systems and supply chain management to ensure the sustainable expansion of the sector (Caivano et al., 2017; Yue & Lencastre, 2020).

According to Statista (2024), between 2012 and 2021, the number of fast food establishments in Brazil grew steadily, which aligns with the evolution of the country's sector. This growth is directly linked to greater demand for quick and practical meals. The study also shows that the Brazilian market is led by large international chains such as McDonald's, Burger King, and Subway, but also has strong national brands such as Bob's. Initially, fast food models followed international standards, with standardized menus and fast service. Over time, these chains had to adapt to Brazilian culture, incorporating local ingredients and popular dishes (Araújo & Tozi, 2020). The emergence of Brazilian chains that have adapted their menus and prices to regional realities has shown that flexibility and respect for local preferences are essential for the sector's growth (Araújo & Tozi, 2020; Brandt, 2016). Large chains' adoption of the franchise model has been fundamental to this expansion, allowing them to replicate successful businesses while adapting to regional preferences and expand their presence in the national market (Brandt, 2016). While international brands such as McDonald's and Burger King are betting on standardized models and global recognition, local companies are gaining ground by customizing menus and promotions according to Brazilian tastes, creating a stronger cultural connection with consumers (Madeira & Giampaoli, 2017).

The growing demand for fast food is deeply linked to changes in lifestyle, e.g., longer working hours, greater involvement in outside activities, and the lack of time to prepare meals at home. These factors lead teenagers and young adults to look for quick, practical, and affordable options for everyday life. In addition, globalization has reinforced this trend by associating fast food with a modern, urban lifestyle, which further contributes to its popularity among younger people (Arya & Dubey, 2024; Bhatoolaul et al., 2024; Nascimento & Lima, 2021; Vale et al., 2021). Socio-economic status also has a strong influence on people's food choices. Lower-class individuals often face financial constraints and opt for fast food because of its accessibility and low cost. On the other hand, people with higher education and purchasing power find it easier

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to access fresh, organic, and nutritionally balanced food, prioritizing diets that meet their health and well-being needs(Cunha et al., 2022).

In marketing, the industry has used highly effective strategies, most notably social media, to reach broad audiences, especially children and teenagers. Promoting meals through celebrities, eye-catching images, and tempting promotions has been a powerful tool for attracting consumers. The growing use of online delivery platforms, such as iFood and Uber Eats, has also facilitated access to fast food, making it even more convenient to choose these foods, since the purchasing process is simplified and can be done in a personalized way (Junior & Pelinson, 2023; J. M. da Silva et al., 2022). In this scenario, it is evident that the increase in the consumption of ultra-processed foods and fast food in Brazil is directly related to effective marketing strategies, the convenience of these food options, and the perception that they are more accessible (Caivano et al., 2017). Fast-food chains have been extensively using social media, particularly offering customized promotions and content on platforms like Facebook, which significantly influences consumer behavior, especially among children and teenagers (L. I. G. Alves et al., 2022; J. M. da Silva et al., 2022). These strategies help to establish a strong connection with the brand and increase the consumption of unhealthy foods. Additionally, visual techniques such as carefully selected images, vibrant colors, and sensory-stimulating language are employed to evoke emotions and heighten the desire to consume (Junior & Pelinson, 2023). Promotions and discounts, particularly on special or commercial dates, serve as triggers for impulse purchases, making fast food more appealing to those seeking affordable prices (L. I. G. Alves et al., 2022).

2.2. Fast food consumer satisfaction and loyalty

In the fast-food industry, customer satisfaction and loyalty have become central pillars for the success and sustainability of companies (Okobia, 2023). In a highly competitive market with numerous consumer choices, it is crucial to deliver positive experiences that go beyond expectations and inspire customers to make repeat purchases. Customer loyalty, which is more cost-effective for companies than attracting new customers, has become a financially beneficial strategy (Terblanche & Boshoff, 2010). Today, in the digital age, where access to information makes consumers more demanding and more likely to switch brands, maintaining loyalty requires constant innovation, excellence in service, and a clear value proposition (Hafidz & Huriyahnuryi, 2023). Therefore, companies that consistently meet this demand tend to stand out and secure a strong position in the market. Customer satisfaction refers to consumers' positive perception after interacting with a brand. Thus, satisfied customers tend to repeat purchases and recommend the company, contributing to its reputation and growth in the market. Placing the customer at the center of decisions is an effective strategy for building long-lasting and sustainable relationships. Loyalty, on the other hand, goes beyond momentary satisfaction and represents the development of an

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ongoing relationship based on trust between the company and the customer. Loyal customers generate stable revenues, are less susceptible to competition, and offer valuable feedback, driving continuous improvement. This relationship turns the customer into a strategic partner, essential for competitive advantage and long-term success (Costa & Ferreira, 2009; I. Q. Pereira et al., 2022).

2.2.1. Fast food consumer satisfaction

In the fast-food sector, customer satisfaction goes beyond the simple flavor of the food and results from a combination of factors that directly impact the consumer experience. The quality of the food, which involves freshness, flavor, and presentation, is one of the essential pillars, especially when it remains consistent across the brand's different units. This uniformity gives customers confidence and reinforces the company's credibility in their food choices (D. S. de S. Silva et al., 2025).

Moreover, customer satisfaction refers to the extent to which the services provided meet or exceed customers' expectations. When this happens, customers are likely to evaluate their experience positively. This satisfaction is a comprehensive assessment that involves several key factors essential for companies to attract and retain customers. These factors include food quality, service speed, staff friendliness, cleanliness, and comfort (Berlezzi & Zilber, 2011; Eisyami et al., 2022; Gonçalves et al., 2022). Therefore, the customer experience goes beyond the meal itself, as all these elements significantly influence the perception of quality and the desire to return to the establishment. In particular, the interaction between employees and customers is a crucial factor to satisfaction in fast food, as personalized service and training in interpersonal skills create an emotional bond with the consumer (Gonçalves et al., 2022). Additionally, convenience is increasingly important as people's routines become faster and faster. Factors such as the proximity of establishments, ease of access, and the use of digital platforms simplify the ordering process, which modern consumers value (Gosling et al., 2018; Oliveira et al., 2017). Furthermore, sensory experience is another factor that impacts satisfaction. This goes beyond the flavor, including the smell, look, and sound of the environment, as a pleasant and comfortable atmosphere enhances the meal, positively impacting the perception of quality and encouraging the customer to return and recommend the restaurant (Passos, 2018). Consequently, customer satisfaction is essential in the fast-food industry, as satisfied customers are more likely to return, spend more, and recommend the brand, while dissatisfied customers may switch to competitors (Okobia, 2023). This satisfaction builds brand loyalty, which is vital for sustained growth and profitability. Loyal customers not only generate repeat business but also spread positive word-of-mouth and are more willing to try new products, helping companies secure long-term success (Aymar & Massey, 2019).

In addition, digital marketing, especially social media, is a powerful tool for engaging customers and increasing satisfaction in the fast-food sector. These platforms enable

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direct and personalized interactions, such as promotions and real-time service, as well as immediate feedback on the service (Oliveira et al., 2017).

2.2.2. Fast food consumer loyalty

Consumer loyalty is relevant to success in the fast-food sector, where the customer experience must be consistent and enjoyable. When people have good experiences, they repeatedly choose the same brand, creating a lasting bond with it. This loyalty goes beyond consumption; it is based on trust and brand preference (Larán & Espinoza, 2004). Furthermore, loyalty is often reflected in satisfied customers' positive recommendations, who become brand advocates, influencing others to make the same choice. This strengthens the customer base and helps the brand grow continuously and sustainably (Salomão & Santos, 2022). In this context, customer loyalty refers to a customer's commitment to repeatedly purchase or continue using a specific brand or service over a long period. It transcends mere repeat purchases and signifies a deeper emotional connection, along with a stronger willingness to advocate for the brand. Loyal customers are less likely to switch to competitors and are more inclined to share positive word-of-mouth referrals (Hafidz & Huriyahnuryi, 2023).

Loyalty is closely associated with quality, trust, and commitment. Specifically, in the fast-food industry, consumers expect products that are quick, fresh, and of good quality. When a brand meets these expectations and provides excellent service, customer confidence increases, which in turn strengthens loyalty. Additionally, loyalty can be measured through several key indicators, such as intent to repurchase, visit frequency, and the likelihood of recommending the brand to others. These metrics offer valuable insights into the strength of customer loyalty and can be used to evaluate the effectiveness of initiatives designed to build loyalty (Gosling et al., 2018; Prasetyo et al., 2021).

To guarantee long-term loyalty, brands must provide a complete experience, not just limited to service, but also a pleasant environment and consistency. Investing in staff training and maintaining high-quality standards are essential practices for customers to remain loyal to the brand (Gosling et al., 2018). Furthermore, customer loyalty is crucial for long-term sustainability and profitability in the fast-food industry. Loyal customers provide a stable revenue stream, reduce marketing costs and improve the brand's reputation (Okobia, 2023).

Another important aspect is that consumers increasingly value brands' social and environmental commitment, such as reducing plastics, combating waste, and choosing ethical suppliers. In the fast-food sector, these actions are important, helping to counteract stigmas associated with this type of service. By demonstrating responsibility and concern for their impact, these brands improve their reputation and increase the loyalty of a more conscious public (Leaniz & Rodríguez-del-Bosque, 2013). Moreover, brand loyalty can be influenced by a variety of factors, including satisfaction, trust, and

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brand image (Singh et al., 2021). These elements collectively shape a customer's overall perception of the brand and their willingness to remain loyal over time.

Customer satisfaction is a key driver of loyalty in the fast-food industry, as consistently positive experiences encourage repeat patronage (Hidayat et al., 2019). Additionally, brand image and trust are crucial, since a strong, reliable brand fosters emotional connections that motivate customers to stay loyal (Gill et al., 2021). Service and product quality also directly impact loyalty, highlighting the need for consistent high standards (Purnomo et al., 2022). Finally, effective customer relationship management, through personalized service and prompt resolution of issues, strengthens satisfaction and loyalty (Kristian & Panjaitan, 2014).

3. METHODOLOGY

This research aims to carry out an integrative review of the Brazilian literature published between 2019 and 2024 on customer loyalty and satisfaction in fast food restaurants. This methodology is appropriate because it allows for the consolidation and critical analysis of studies that have already been carried out, supporting the development of comprehensive considerations regarding the object of study. According to Torraco (2016), an integrative literature review is a distinct form of research that uses existing literature to create new knowledge, allowing for the critical analysis and synthesis of studies with different methodologies.

An integrative review of the relevant scientific literature was conducted to investigate customer loyalty and satisfaction strategies in fast food restaurants, involving a survey, analysis, and synthesis of the results. According to Hopia et al. (2016), the stages of an integrative literature review begin by identifying the problem, in which the research question or topic to be investigated is clearly defined. Next, a literature search is conducted, with a comprehensive investigation across various databases to gather relevant studies. The third stage is data evaluation, which consists of critically analyzing the quality and relevance of the selected studies, ensuring that they meet the criteria established by the review. This is followed by data analysis, which identifies patterns, recurring themes, and gaps in the literature. Finally, the presentation stage coherently organizes the findings, synthesizing the knowledge obtained and discussing its implications for practice and future research.

The research question seeks to identify the following: *'What are the main trends, factors, and impacts related to customer loyalty and satisfaction in fast food restaurants in Brazil, according to Brazilian academic production published between 2019 and 2024?'* A literature search was carried out using Google Scholar to answer the research question. The choice to use Google Scholar was made because it provides greater access to local publications and diverse sources, which are essential for capturing the reality of the Brazilian market, as well as publications in Brazilian Portuguese. To assess the data received, we sought to ensure that the article met the inclusion and exclusion criteria.

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Thus, as inclusion criteria, the collection was carried out conveniently, using complete articles available on Google Scholar in the 2019 to 2024 timeframe, written in Portuguese, excluding academic works such as monographs, CBTs, dissertations. We also chose articles that mentioned fast food restaurant loyalty and satisfaction strategies in the title and abstract. The exclusion criteria were incomplete studies, studies from before 2019, studies written in a language other than Portuguese, those not available, and those that did not include the study's keywords. The articles were collected on 23 April 2025, with the search being carried out on Google Scholar, as this database allows access to various other data sources. The following descriptors were used for the search: "Fidelização de cliente" AND "fast food"; "Satisfação do cliente" AND "fast food" (Table 1).

Table 1. Survey and selection scheme for reviewing articles (source: Google Scholar)

	Descriptors	
	"Fidelização de clientes" AND "fast food"	"Satisfação do cliente" AND "fast food"
Total Google Scholar results	520	2050
2019-2024	204	587
PT-br	174	552
No full access	136	428
Not a book or academic publication	39	118
Contains the keywords of the descriptors	2	7
Total*	2	6

*An article was deleted because it was repeated.

4. RESULTS

The data collects identified seven publications related to loyalty and fast-food customers. Table 2 shows the publications:

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Table 2. Publications related to the theme after the exclusion criteria

Article name and authors	Summary
Métodos Estatísticos para Auxílio à Tomada de Decisão: Um Estudo de Caso de uma Microempresa de Buffet Fast Food (Abreu et al., 2019)	The study applies descriptive statistics and multiple linear regression techniques to examine organizational changes in a Fast-Food Buffet company located in the metropolitan area of Goiânia. The linear regression model proves to be efficient as a payment forecasting tool and uncovers service contracting patterns, helping in strategic decision-making.
Antecedentes da lealdade à marca: um estudo no contexto de restaurantes fast-food (de Quadros et al., 2019)	The research investigates the factors that influence brand loyalty in fast-food restaurants and highlights the importance of elements such as service quality, customer satisfaction, and brand image in building consumer loyalty.
Lealdade à Marca de um Fast Food: um estudo sobre os antecedentes (Eberle et al., 2020)	The study examines the factors that result in brand loyalty in fast food restaurants. The study emphasizes the importance of brand trust, customer satisfaction, and perceived value as crucial elements for customer loyalty.
Cozinhando como um chef... A coprodução e os valores pessoais do cliente de restaurante fast casual (Freire et al., 2019)	The study is qualitative research based on the Middle-End Theory, which investigates the impact of co-producing meals in fast-food restaurants on consumers' personal values. The study indicates that active participation in food preparation promotes feelings of fulfilment and empowerment, highlighting the importance of customer experience in co-creating value.
Indústria 4.0 e IoT: Um comparativo entre fastfoods de alto porte tecnológico e fastfoods da cidade de Itacoatiara/AM (de Souza et al., 2023)	This research analyses the implementation of Industry 4.0 and Internet of Things (IoT) technologies in large fast-food chains and local establishments in Itacoatiara, Amazonas. The study reveals a growing interest among local entrepreneurs in adopting these technologies to increase competitiveness, despite obstacles such as a lack of technical knowledge and fears about the return on invested capital.
Atendimento ao consumidor de uma rede de fast-food na cidade de Patos-PB: o impacto da inovação na qualidade do serviço prestado (M. Alves et al., 2023)	The study examines the impact of innovation on the quality of customer service in a fast-food chain in Patos, PB. Using a case study with qualitative and quantitative approaches, it concludes that despite overall customer satisfaction, additional investment in innovation is needed to improve the quality of the services offered.
A contribuição de indicadores de desempenho logísticos para o sistema delivery de uma empresa de fast-food no litoral norte de São Paulo (S. F. Pereira et al., 2021)	This study investigates how logistics performance indicators, such as On-Time Delivery, Order Cycle Time, and On Time in Full, can improve the delivery system of a fast-food company on the north coast of São Paulo. The study shows that implementing these indicators increases customer satisfaction and improves logistics service quality.

5. DISCUSSION

The analysis of the studies demonstrates the complexity and multidimensionality of the factors that affect loyalty in fast-food restaurants. The studies indicate that customer loyalty does not arise from a single isolated factor, but rather from the interaction

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between service quality, customer experience, technological innovation, and operational efficiency.

The studies by Quadros et al. (2019) and Eberle et al. (2020) examine the foundations of brand loyalty, emphasizing the significance of customer satisfaction, brand trust, and perceived image. These factors form the structural basis for the relationship between consumers and fast-food brands. This result is in line with Berlezzi and Zilber (2011) and Gonçalves et al. (2022), who allude to factors such as food quality, speed of service, staff friendliness, cleanliness, and comfort as directly impacting customer satisfaction and that trust and brand image are the foundations for loyalty (Costa & Ferreira, 2009; I. Q. Pereira et al., 2022).

Freire et al. (2019) complement this perspective with the view of co-production and personal value, proposing that the customer's active participation in meal preparation promotes emotional involvement and a sense of accomplishment, both of which reinforce loyalty through a personalized experience. This strategy highlights a growing trend in the sector: recognizing customer experience as a competitive advantage. This perspective is supported by Passos (2018) and Gonçalves et al. (2022), who highlight that sensory experiences, a welcoming environment, and personalized service are essential for enhancing customer satisfaction and retention. This supports the notion that consumers appreciate personalized experiences, as highlighted by Oliveira et al. (2017) in the realm of digital interactions.

From a technological perspective, de Souza et al. (2023) demonstrate the growing importance of implementing Industry 4.0 and IoT technologies for the competitiveness of fast-food restaurants, even in remote locations like Itacoatiara/AM. While there are obstacles to implementation, these technologies are recognized as having the potential to enhance efficiency, customer interaction, and, consequently, perceived value. This finding aligns with the observations of Junior and Pelinson (2023) and J. M. da Silva et al. (2022), who highlight the effectiveness of digital delivery platforms and social media marketing in enhancing the customer experience and perceived value.

M. Alves et al. (2023) discuss the relationship between innovation and service quality, emphasizing the importance of ongoing investment in innovation to maintain high levels of customer satisfaction, even when the service is already considered satisfactory. This suggests that customer loyalty is closely tied to continuous improvement and adaptation to public expectations. Additionally, the literature highlights that, in the digital age, consumers have become more demanding, making continuous innovation essential for maintaining loyalty (Hafidz & Huriyahnuryi, 2023). It is also noted that perceptions of value must be updated regularly to sustain emotional and competitive connections with customers.

According to analyses by Abreu et al. (2019) and S. F. Pereira et al. (2021), customer loyalty is influenced by operational and logistical efficiency, factors that are often overlooked. Meeting deadlines and making partial deliveries demonstrate that service

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reliability is maintained, which positively affects consumer satisfaction and loyalty. This view aligns with that of Caivano et al. (2017) and Yue and Lencastre (2020), who highlight the logistical challenges posed by Brazil's vast territory and its impact on network operations. Moreover, it highlights that efficiency and reliability are crucial to ensuring convenience and trust in the service, both of which are directly associated with customer loyalty in the fast-food industry.

Therefore, loyalty in the fast-food sector should be considered an integrated phenomenon encompassing emotional, functional, technological, and operational aspects. Effective retention strategies must consider both the quality perceived by customers and the internal effectiveness of businesses, as well as incorporating innovative elements and customized experiences that generate additional value.

6. CONCLUSION

The results of this integrative literature review on customer loyalty and satisfaction strategies in Brazilian fast-food restaurants revealed that consumer loyalty is directly linked to several factors: the quality of services and products, trust in the brand, and the perception of value.

Consumers are looking for a consistent, high-quality, and cozy experience at mealtimes, which can be provided by participating in food preparation. In addition to guaranteeing immediate customer satisfaction, this promotes building lasting relationships, which translate into greater loyalty and spontaneous recommendation.

However, to increase fast-food companies' competitiveness, all these factors depend on good management of customer loyalty strategies, investment in innovation to improve the quality of the services provided, and the implementation of new technologies. It also appears that the use of tools such as logistics performance indicators and the adoption of Industry 4.0 technologies contribute to improving customer experience, positively impacting customer satisfaction, and increasing the chances of customer loyalty.

These results can make a practical and theoretical contribution to the market and academia. For the market, by pointing out the most relevant factors raised by customers about loyalty and satisfaction. In terms of its academic contributions, the findings of this research reinforce that the satisfaction and loyalty of fast food customers depend on well-designed strategies that seek, above all, a consistent experience for the customer, anchored in the quality of products and services, and can contribute to the expansion of studies in this area, especially as it is a dynamic market that is constantly innovating.

However, despite the contributions of this review, some limitations must be considered. Firstly, the literature search was limited to articles published in Portuguese, which may have excluded relevant research in other languages and limited the diversity of perspectives and approaches to customer loyalty and satisfaction. In addition, it was found that most of the studies that were assessed to make up this review did not deal

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with customer loyalty or satisfaction in fast food companies, especially in the last five years, revealing a distancing from the subject by scholars. It should also be noted that the limited access to full texts may have restricted the identification of research with greater methodological and theoretical depth, which represents an opportunity for more comprehensive future reviews. For future research, we suggest including studies in English and exploring research into the practical application of customer loyalty strategies.

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