

Does Economic Ideology Influence Service Satisfaction?

WALTER PALOMINO-TAMAYO

Universidad Carlos III de Madrid

JULIO CERVINO

University Carlos III of Madrid

Cite as:

PALOMINO-TAMAYO WALTER, CERVINO JULIO (2025), Does Economic Ideology Influence Service Satisfaction?. *Proceedings of the European Marketing Academy*, 54th, (126018)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Does Economic Ideology Influence Service Satisfaction?

Abstract

This study examined the difference between the service delivery in a hotel located in a planned economy country such as Cuba and its counterpart located in Western countries such as Mexico, Dominican Republic and Spain. The study shows differences in customer satisfaction as customer experience evaluations. Prior studies assign national culture as the contextual difference in consumer behaviour. However, when the political context is radically different, not only does culture matter. Consequently, we proposed governance quality indicators as moderators to explain such context differences grounded in contingency theory, which is the novelty of this research.

Keywords: *Customer satisfaction, Customer Experience, Governance quality*

Track: *International Marketing & Marketing in Emerging Countries*