



Service quality and brand ambassador behavior in the hospitality industry: bibliometric and quantitative analysis

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Abstract

The present research employs bibliometric and quantitative methodologies to delineate the academic literature on perceived service quality and brand ambassador behaviour, focussing on publication frequency in Scopus-indexed journals within the subject category "service quality and brand ambassador" from 2014 to 2024. Furthermore, examine the elements that affect brand ambassador behaviour, specifically emphasising perceived service quality and business reputation. The initial study employed a bibliometric research design to analyse 790 sources. Four chosen bibliometric indices were employed to assess the scientific literature. The second study gathered data from a questionnaire administered to 580 clients randomly selected from five-star hotels in Cairo, commencing in January 2025 and concluding at the end of March. The bibliometric analysis employed Vosviewer, while statistical evaluation applied SPSS version 29; Smart PLS 4.1.1.2 was used for structural equation modelling. This paper provides scientific insights into the academic literature about service quality and brand ambassador conduct. The study's findings indicate that perceived service quality has a favourable and significant impact on both brand ambassador behaviour and brand reputation. Corporate reputation had neither a direct nor a mediating influence on brand ambassador behaviour. This addition enriches social exchange theory by underscoring the pivotal role of service quality in facilitating voluntary brand ambassador behaviour. The research will significantly benefit scholars and professionals in various fields, and hotels must emphasise outstanding service, tailored experiences, and prompt response times to cultivate brand advocates and enhance loyalty through employee training, sanitation, and ongoing service excellence.

Keywords: Perceived service quality; Corporate reputation; Brand ambassador behavior; Bibliometric and quantitative analysis.

1. Introduction

The hotel industry plays a vital part in economic growth by generating employment opportunities and attracting an increased number of tourists. The industry is key to the nation's appeal as a destination for business travellers, holidaymakers, and individuals seeking distinct experiences of culture (Ledi et al., 2025). Focussing on customer brand interactions, particularly consumer involvement and contribution, interactive marketing is among the most rapidly increasing academic disciplines in modern marketing communications (Shen, 2025b). The hospitality industry is among the largest sectors that significantly contribute to global employment (Zografou et al., 2024). About 12.4 percent of Egypt's gross domestic product and

12.6 percent of the country's direct and indirect employment prospects are in the hospitality and tourist industry, which is the most important source of foreign exchange earnings for national income, accounting for 20% of the total (El Atiek & Goutte, 2023)., with hotels representing a significant subsector (Ali et al., 2025). Despite its significant impact, the hotel business has a negative reputation (Hussien et al., 2022).

There is a lot of literature on brand ambassadorship, but most of it is narrow in scope. For instance, Wang & Hariandja (2016) investigate the function of famous people endorsing a product, whereas Andersson (2019) and Yuan et al. (2022) centre on the actions of workers. Amani (2023) researches the role of local communities in destination branding, whereas Van Zoonen et al. (2018) examines employee behaviour on social media platforms. But the part that consumers play as brand advocates is woefully underexplored in these research. According to Schaarschmidt & Könsgen (2020) employees can enhance a company's reputation through service marketing, particularly on the internet. Qalati et al. (2021) investigate the impact of trust on the propensity to purchase online. In Taiwan's fast-food industry, Wu (2013) looks at what makes customers happy, how they see value, and how the company is seen. Özkan et al. (2019) conclude that in the Turkish banking sector, trust is an important mediator between customer happiness, service quality, perceived value, firm image, and reputation. In addition, there are still big gaps in the Egyptian hotel industry when it comes to corporate reputation, perceived service quality, and brand ambassadorship. Service marketing, particularly on the internet, can help employees build a company's reputation

Based on a basic theory of consumer behavior, the social exchange theory and corporate brand theory—the first one reveals the reciprocal link between the client and the brand in the marketing and hotel industries. When consumers get exceptional brand performance, they often feel obliged to express thanks (Martínez-León et al., 2025). The last one reveals how the service quality, corporate image, customer confidence, and brand ambassadorship behaviour define a company. Good service, open communication, and moral behaviour help to define the image and character of the brand (Wassler et al., 2021), to elucidate how seen service quality affects brand ambassadorship conduct and company reputation in the hotel industry.

The researcher employed a two-phase methodological approach to conduct the research and investigate these dynamics. Initially, the researcher conducted a bibliometric analysis to delineate the conceptual framework and the latest developments in the field of service quality, business reputation, and brand-related behaviours. This gave a clear basis for organising the research model and pointing up theoretical shortcomings. secondly, a quantitative analysis was conducted employing Structural Equation Modelling (SEM) with the Partial Least Squares (PLS) technique to test the correlations between PSQ, corporate reputation, and BAB.

The purpose of this bibliometric study was to determine how often terms pertaining to service quality and the behaviour of brand ambassadors appeared in the work that was published. This study will analyse the following problem substances:

RQ1. What is the developmental trajectory of study literature concerning service quality and brand ambassadors?

RQ 2. Which journals are the most frequently cited in the fields of service quality and brand ambassador research?

RQ3. What are the most significant documents based on co-authorship and countries?

RQ4. What are the most pertinent research issues concerning service quality and brand ambassadors?

It can furnish decision-makers, hospitality managers, and researchers with significant insights into the progression and present condition of SQ and BAB research. This knowledge can direct future research, assist policy formulation, and facilitate the effective execution of service quality procedures in the hotel sector. The quantitative study presents the research aims to investigate the influence of perceived service quality on corporate reputation and brand ambassadorship behaviour, examine the impact of corporate reputation on brand ambassadorship behavior, evaluate the mediation role of corporate reputation between perceived service quality and brand ambassadorship behavior. The importance of the quantitative study comes from establishing a connection between perceived service quality, brand reputation and brand ambassadorship provided by integrating ideas from service marketing. This result has practical ramifications for companies in the hotel and hospitality sectors, which aim to increase customer advocacy by studying the particular roles that consumers play in the not quite thorough branding process (Fiorentino, 2025).

2. Literature review

2.1. Perceives service quality (PSQ)

Service quality (SQ) is crucial in every company the corporation as it dictates the enterprise's effectiveness or ineffectiveness (Su et al., 2024). According to Parasuraman et al. (1985) the concept of service quality has characterised as “global judgement, or attitude, relating to the superiority of the service”. Likewise Perceived Service Quality (SQ) is a comprehensive evaluation of a service's superiority, essential for understanding the efficacy of service organisations on hotel success (Perdomo-Verdecia et al., 2024). In this context, the evaluation of service quality via the customer's viewpoint is acknowledged as a critical aspect influencing the success of lodging enterprises (Perdomo-Verdecia et al., 2024). While high excellent service fails to raise the probability of customer selection, inadequate service quality markedly diminishes it (Wu T.-J. et al., 2023). Notwithstanding critiques of the SERVQUAL methodology and proposals for further improvements (Shafiq et al., 2019). The model continues to be the most extensively utilised framework and arguably the preeminent model for assessing service quality (Ahmad et al., 2019).

According to (Abdul-Aziz Ahmad & Jais, 2024) service quality measured by the SERVEQUAL including tangibles, reliability, assurance, responsiveness and empathy. The quality of service is profoundly affected by tangible elements, including the hotel's aesthetic appeal, the modernity of its technology, furniture, materials, and the exterior appearance of its staff (Karatepe & Avci, 2002). Alemu (2023) declared that reliability means having the capacity to carry out the intended service in a reliable, precise, and predictable manner. Responsiveness, the readiness to give fast service and assistance to customers of the company, assurance, the potential of employees to demonstrate confidence and reliability, as well as their politeness and understanding (Ahmad et al., 2019). Finally, empathy, the practice of providing clients with attentiveness that is both sympathetic and customised service (Papademetriou et al., 2022)

2.2. Brand ambassadorship behavior (BAB)

Customer ambassadorship is a unique and increasingly important aspect of brand marketing and management (Amani, 2023). It initially arose within management-oriented fields, specifically addressing the contribution of employees to the development of a company's reputation (Andersson, 2019). Mumby (2016) elucidates that comprehending the increasing significance of brand ambassadorship in organisations necessitates examining its connection to the overarching emergence of branding as a fundamental organising principle in modern society, characterising these marketing initiatives as "expressive efforts." These activities, intentional or incidental, aim to enhance and develop brand equity (Rebelo et al., 2020; Wassler et al., 2021). According to (Wang et al., 2022b) brand ambassador behavior is characterised as

either deliberate or impulsive promotion of a hotel or a destination brand. Wassler et al., (2021) revealed that the conduct of brand ambassadors can be encapsulated as a potent mechanism for enhancing specific brand identity.

Brand ambassadorship seeks to elevate corporate prestige via both strategic and unplanned initiatives that bolster or reinforce a brand's reputation (Zhao et al., 2022). These behaviours are deemed financially viable and profitable, as guests or customers effectively convey the corporate brand image to prospective customers (Amani, 2023). Shen (2025a) highlights the necessity of maintaining brand ambassadors and promoting their sustained engagement, acknowledging their vital role in brand success. Increasing customer involvement is essential for brand organisations, as it forecasts customer preferences and brand-related outcomes (Akhtar et al., 2024).

Furthermore, Sekar Aruni & Februadi (2023) demonstrate that brand ambassadors and their self-marketing practices have a significant impact on customer engagement and emotional investment in the brand. Although its significance is acknowledged, comprehensive evidence regarding the factors that drive customers to engage in role-based behaviours or partake in value co-creation that enhance brand marketing efforts remains insufficient (Amani, 2023).

The Social Exchange Theory (SET) emphasises reciprocity and posits that resources like economic benefits and emotional support drive social interactions, thereby fostering long-term relationships (Xiao et al., 2025).

2.2.1 Perceived service quality and brand ambassadorship behavior

Perceived service quality (SQ) significantly influences customer behaviour (Liu et al., 2025). Improved service quality leads to recommendations to others and online recommendations and evaluations, and has enabled consumers to share dependable and timely information, thereby encouraging ambassadorship behavior (Wąsowicz-Zaborek, 2025)

In service-based businesses, particularly within the hospitality sector, factors such as employee behaviour, service environment, and emotional engagement play a crucial role in shaping requirements and influencing their image. Hotel chains must articulate and convey unique brand values that enhance the guest experience and motivate customers to promote the brand (Xiong et al., 2013). Nevertheless, the notion that consumers should be regarded as ambassadors has gained popularity over recent years; however, a handful have actually investigated ambassadorship in greater detail (Andersson, 2019).

Social exchange theory (SET) acknowledges that relationships are inherently transactional, encompassing elements such as emotional support, respect, and trust (Wang et al., 2022a). The proposition suggests that individuals engage with others to obtain rewards and incur costs, assessing these factors to evaluate the relationship's value (Ledi et al., 2025).

H1: Perceived service quality significantly and positively impacts brand ambassadorship behavior.

2.3. Corporate reputation (CR)

Corporate reputation (CR) refers to the evaluation of an organisation by its stakeholders, which highlights its values, actions, and the quality of its goods and services. It is influenced by both direct and indirect actions, particularly branding, which can inspire brand ambassadors among the customers themselves (Özcan & Elçi, 2020). Dahle & Wæraas (2020) assert that a positive reputation aids customers in associating with the business because it cultivates trust and openness, ultimately benefiting the branding process. Additionally, corporate reputation (CR) impacts the business's profitability by fostering consumer trust, increasing its reputation, and improving branding efficacy, inspiring people to become advocates for the brand (Islam et al., 2025).

Finally, the degree to which consumers emulate effective practices for developing brand ambassadors is strongly correlated with the trust and respect that customers have in the goods and services offered by a business, both to its employees and to outside parties (Al-Shuaibi et al., 2016).

2.3.1. Perceived service quality and corporate reputation

The perceived quality of services offered by the corporation is a crucial intangible asset that affects various tangible and intangible aspects, including customer loyalty and trust (Martínez-León et al., 2025). The significance of perceived service quality lies in its potential to enhance customer happiness and loyalty, as well as to elevate brand reputation (Pakurár et al., 2019).

H2: Perceived service quality significantly and positively impacts corporate reputation.

The SET underscores that individuals establish and sustain interactions through the mutual exchange of resources, whereas cooperation in value posits that bilateral engagement generates additional value for consumers (Xiao et al., 2025).

2.3.2. Corporate reputation and brand ambassadorship behavior

People increasingly recognise the role of the institutional brand ambassador and reputation as a critical asset, to indicate dual aspects of a single entity, as its dealings with other parties have the potential to either create or diminish value (Heide et al., 2018).

H3: Corporate reputation significantly and positively impacts brand ambassadorship behavior.

2.4. The mediation role of corporate reputation between perceived service quality and brand ambassadorship behavior.

The reputation can be enhanced by improving service quality through staff training and fostering employee well-being in the workplace (Dahle & Wæraas, 2020). The reputation of brands in the service sector is contingent upon the provision of quality service. High-quality services foster trust, satisfaction, and loyalty, thereby increasing the likelihood of customer behavior to brand ambassadorship for the service (Yen & Chen, 2025).

H4: Brand reputation mediates the connection between perceived service quality and brand ambassador behavior.

3. Methodology

This research combines different methodologies, utilises a quantitative and bibliometric approach, utilising Scopus as the main source of data. The methods employed in the research design involve a collaborative strategy that integrates the collection and analysis of both quantitative and bibliographic data within a single study (Demir & Demir, 2025).

The researcher applied a quantitative approach to evaluate all quantitative data (Lee et al., 2025) placing significant importance on statistical techniques, especially smart PLS models (Sun et al., 2025).

A bibliometric approach can assist in generating hypotheses for quantitative testing by revealing patterns, themes, and insights that may not be evident in quantitative data (Chusniyah et al., 2025). This analysis quantitatively examines academic literature, providing understanding of research trends, significant contributors, and the progression of scientific knowledge. The goal is to pinpoint pertinent publications that facilitate the creation of questionnaires, focus groups, and various quantitative instruments. Consequently, the bibliometric research method plays a significant role in formulating and evaluating the hypotheses of this study, as well as in delivering the conclusions (Leoni et al., 2025).

3.1 Study one- bibliometric study

3.1.1 Search strategy and data collection

This study employs a descriptive quantitative methodology and bibliometric analysis, utilising Scopus as the main data source (Leoni et al., 2025). The choice to utilise Scopus is based on its recognised status as a premier multidisciplinary scientific database, extensive coverage of credible scientific journals across multiple pertinent fields, sophisticated bibliometric capabilities that enhanced our data analysis, and prompt data updates that allowed us to access the most current research on perceived service quality and brand ambassador (Chusniyah et al., 2025). Conducted a methodical search across all disciplines using the terms "service", "quality", "brand", and "ambassador" to find relevant research. The preliminary search turned up around 1,110 papers. The initial publication range was confined to the range coming from January 1, 2014, until the end of the year 2024, thereby guaranteeing the regency and relevancy of the literature and so lowering the findings to 952 papers.

The search confined to four subject areas: Business, Management and Accounting, Social Sciences, Economics, Econometrics and Finance, and Arts and Humanities, thereby further refining the choice to restricts most relevant to the research topic. This phase produced 796 documents. At last, the search limited to English language articles in order to preserve consistency and enable proper interpretation, producing a final dataset of 790 papers for study.

This string was executed; ((service AND quality AND brand AND ambassador) AND PUBYEAR > 2013 AND PUBYEAR < 2025 AND (LIMIT-TO (SUBJAREA, "BUSI") OR LIMIT-TO (SUBJAREA, "SOCI") OR LIMIT-TO (SUBJAREA, "ECON") OR LIMIT-TO (SUBJAREA, "ARTS"))) AND (LIMIT-TO (LANGUAGE, "English")). This implies that we gathered 790 records in total for further processing, see "[Appendix one](#)" that delineates the methodology employed in the bibliometric study. Before conducting the quantitative bibliometric mapping, it is important to note that a body of literature on service quality and brand ambassadorship has evolved over time, with initial research concentrating on conceptualisation and assessment via the SERVQUAL model (Shafiq et al., 2019; Abdul-Aziz Ahmad & Jais, 2024). Recent research has focused on behavioural outcomes, including customer advocacy behaviour (Shen, 2025a) and word-of-mouth (Wassler et al., 2021). Conceptually, progression reveals two primary trends: service quality and customer brand ambassadorship behavior. These insights contextualise understandings of conceptual connections within the hospitality sector (Wang et al., 2022b).

3.1.2 Data visualization

The network examination was conducted utilising Vosviewer software (Wani & Ganaie, 2025). Vosviewer is a software application designed for scientometric visualisation, enabling the creation, visualisation, and exploration of network maps (Nalbant & Aydin, 2025). The program has been extensively utilised across numerous studies to examine recent advancements in study design and to establish collaboration networks. The software employs data mining algorithms to extract phrases from the abstracts and titles of the papers for the purpose of creating clusters (Chusniyah et al., 2025). The data processing phase included the filtering of particular concepts for their inclusion in the visualisations, which were produced in three formats: network, density, and overlay.

3.2 Study two- Quantitative study

3.2.1 Research design

This investigation employed a quantitative methodology to examine the proposed relationships (Rasool et al., 2025). Furthermore, a survey will be conducted for quantitative analysis to assess customer experiences in the hospitality sector, ensuring a thorough comprehension of the subject of the study and improving both the inner and outer reliability of the results (Bujisic et

al., 2025). In order to gain a deeper insight into the theoretical framework employed, the following figure illustrates the hypotheses of the study.

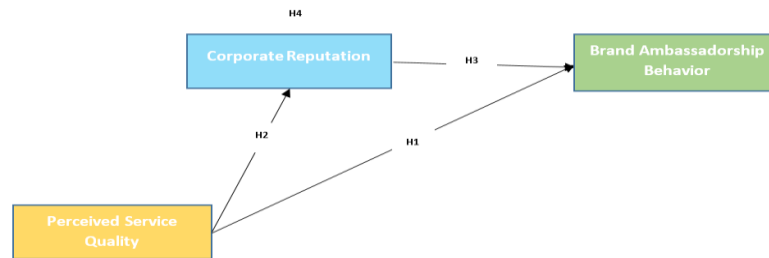


Fig 1. Conceptual structure and proposed assumptions

Source: Produced by the author

3.2.2 Data collection and sample size

Guests at five-star hotels in Cairo were selected to provide an in-depth understanding of their attitudes regarding perceived service quality and brand ambassadorship behaviour (Mansoor et al., 2025). The random customers were selected from international chains to guarantee the presence of an audience base, as indicated in “[Appendix one](#)”, which displays the customers of the selected hotels.

The five-star hotels were chosen for their excellent level of service in addition to their importance, which makes studying perceived service quality's impact on brand reputation, customer brand ambassadorship, and marketing fascinating (Skordoulis et al., 2024). In Cairo, the bustling capital of Egypt, there is a wide variety of hotels to choose from, including many well-known chains, all of which are ideal for the study (Aly, 2024).

According to Qing & Valliant, (2025) The Cochran formula determines the minimal sample size for a survey or study, especially when the overall population is completely unknown or exceedingly vast. $n_0 = (Z^2 * p * (1 - p)) / e^2$. Where n_0 = initial sample size, Z = Z-value, p = estimated proportion of the population and e = margin of error. Then: $n_0 = (1.96)^2 * 0.5 * (1 - 0.5) / (0.05)^2 = 384.16$, approximately 385.

To enhance the reliability of the content, this survey has been evaluated by two academics and two managers of hotels. A pilot study involving 40 customers who resided at five-star hotels in Cairo validated the scale's clarity and relevance, providing that the vocabulary did not hinder understanding. Also, being involved was voluntary, allowing participants to stop participating at any time without facing any consequences. The data gathering process commenced in January 2025. Within a period of 12 weeks, 670 surveys were distributed randomly among all customers. The researcher identified 60 responses that were not complete. A final data set comprising $N = 580$ responses was obtained, representing 86.5% of the total. This is highly suitable according to the Cochran formula.

3.2.3. Measurement scale

In the beginning, the assessment of customers' perceptions of service quality was conducted using the SERVQUAL scale, a well-established instrument for evaluating the excellence of services, which encompasses tangibles, responsiveness, assurance, reliability, and empathy (Skordoulis et al., 2024). Twenty seven item scale created by Ahmad et al.(2019) has been applied to evaluate perceived service quality (PSQ). A 4-item scale created by Özcan & Elçi (2020) was employed to evaluate corporate repetition (CR). Ultimately, a six-item scale, adjusted from the studies of Van Zoonen et al. (2018) and Amani (2023) was employed to assess brand ambassadorship behaviour (BAB). In this study, all the subsequent criteria were

assessed utilising a 5-point Likert scale. The answer options range from 1 (Strongly Disagree) to 5 (Strongly Agree). The bibliometric analysis established the essential groundwork for the development of the following quantitative study. An analysis of keyword co-occurrence and thematic mapping indicated robust research clusters centred on the concepts of perceived service quality and brand ambassadorship behaviour. The identified clusters guided the choice of constructs incorporated into the PLS-SEM model. The construct criteria utilised in the current research are delineated in the “[Appendix one](#)” provided below.

3.2.4. Data analysis

By combining SPSS with additional statistical tools, Smart PLS provides a rigorous methodology that allows for in-depth hypothesis testing and analysis of data structures (Ammad et al., 2021). When it comes to evaluating clients and strengthening connections through intermediary positions, it works wonders (Skordoulis et al., 2024).

4. Results

4.1 Study one

4.1.1 Descriptive statistics and productivity

The Scopus database has found 790 papers overall, spanning 2014 until 2024, that are in some form related to service quality and brand ambassadors. With the highest record form posting the significance of the issue in the marketing area, the Scopus database released one hundred and seventy-eight papers in 2024 (see figure 2). Of the publications examined, 69.6% (550) are journal proceeding papers, 20.6% (163) are books, 5.9% (47) are book chapter, and 2.3% (18) are review papers, as shown in Figure 3 and Table 1. This distribution emphasises the prevalence of journal papers as the main scientific results in studies integrating brand ambassadorship and service quality.

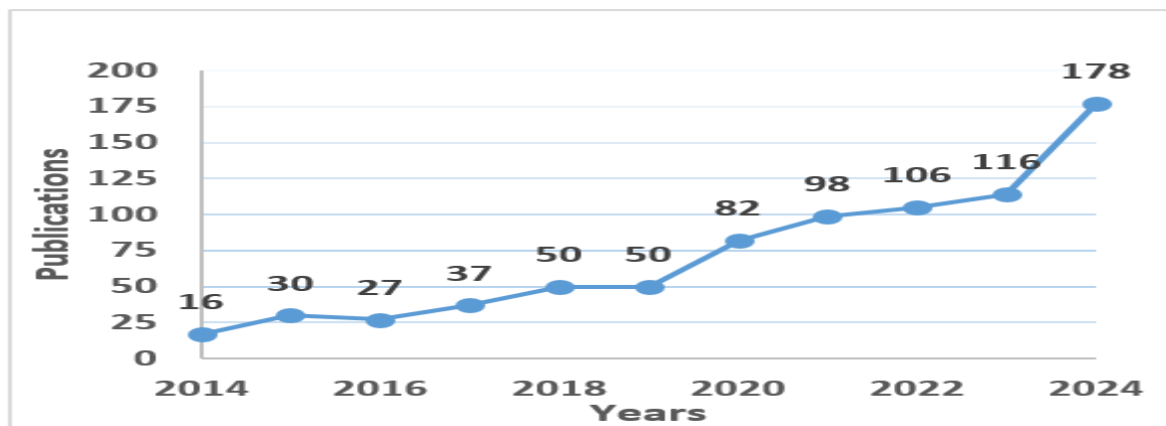


Fig 2. Scientific output off SQ and BA on the Scopus database evolving from 2014 to 2024

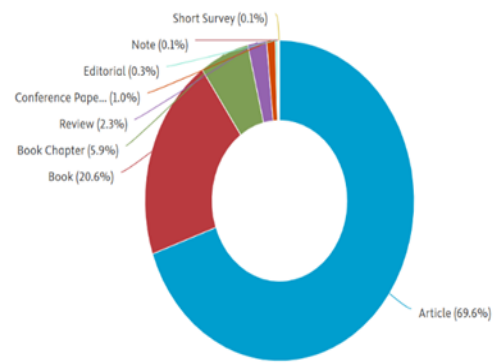
Source(s): Produced by the author

Table 1. Publication Type of SQ and BA on the Scopus database evolving from 2014 to 2024

PT	RC	% of 790
Article	550	69.6%
Book	163	20.6%
Book chapter	47	5.9%
Review	18	2.3%
Conference paper	8	1%
Editorial	2	0.3%
Note	1	0.1%
Short survey	1	0.1%

Note: PT= Publication type, RC= Record count

Source(s): Produced by the author

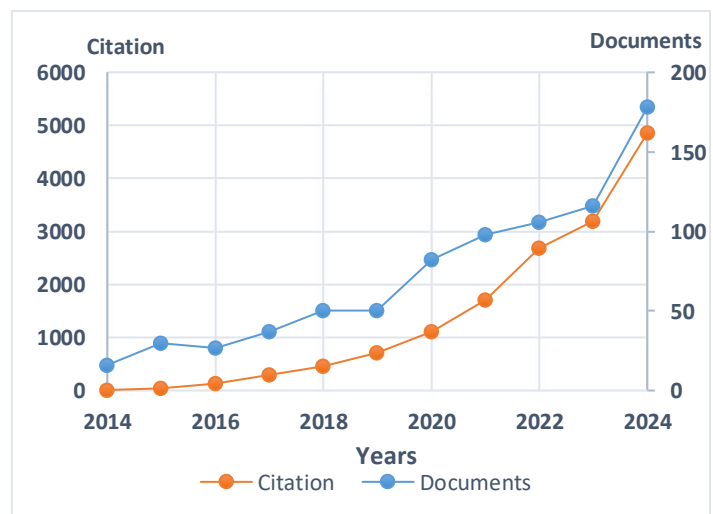
**Fig 3.** Publications type of SQ and BA on the Scopus database evolving from 2014 to 2024**Source(s):** Produced by the author

4.1.2 The contribution of citations and publication patterns on SQ and BA studies

Figure 4 and Table 2 present the temporal distribution of publications and citations related to SQ and BA for the specified demands. The quantity of publications by journals signifies productivity, whereas citation analysis demonstrates their impact.

Table 2. Publications and times cited across years

Year	Documents	Citation
2024	178	4850
2023	116	3196
2022	106	2680
2021	98	1701
2020	82	1115
2019	50	716
2018	50	462
2017	37	286
2016	27	139
2015	30	34
2014	16	10

Source(s): Produced by the author**Fig 4.** Publications and times cited across years

The influence of a study is assessed by the number of citations it garners, an essential bibliometric visualisation approach that reflects the theoretical connections among publications. As table 3 and figure 5 indicate, from 2014 to 2024, the journal with the highest number of citations, the most cited source of research on service quality and brand ambassador is "Tourism Management," with 1,442 citations. Secondly, the "International Journal of Hospitality Management" has received 1,274 citations. Thirdly, the "International Journal of Contemporary Hospitality" has 891 citations; fourthly, the "Journal of Business Research" has 627 citations. In fifth place is the "Journal of Product and Brand Management" with 442 citations, followed by the "Sustainability" journal in sixth place with 413 citations. The "Journal of Brand Management" occupies seventh place with 271 citations, and in eighth

position is the "Journal of Hospitality and Tourism Management" with 237 citations. The "Journal of Destination Marketing and Management" ranks ninth with 195 citations, while the "International Journal of Tourism Research" occupies the tenth position with 104 citations.

Table 3. Top 10 of most cited sources of service quality and brand ambassador researches from 2014-2024

R	Source	D	C
1	Tourism management	13	1442
2	International journal of hospitality management	15	1274
3	International journal of contemporary hospitality	16	891
4	Journal of business research	14	627
5	Journal of product and brand management	14	442
6	Sustainability	20	413
7	Journal of brand management	8	271
8	Journal of hospitality and tourism management	8	237
9	Journal of destination marketing and management	8	195
10	International journal of tourism research	6	104

Note R= Rank, D= Documents, C= Citation

Source(s): Produced by the author

The breakdown of data in table 3 and fig.5 indicate that academic activity is almost focused among specific journals, yet it continues to be broadly dispersed overall.

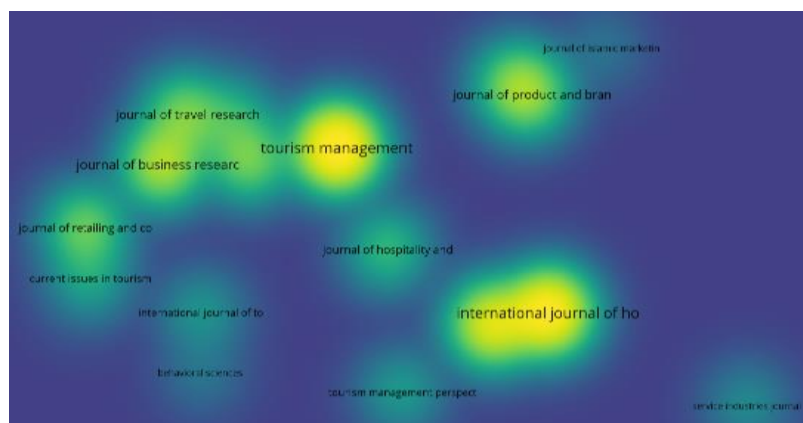


Fig 5. Density visualization of citation and source

4.1.3 Most co- authorship and country

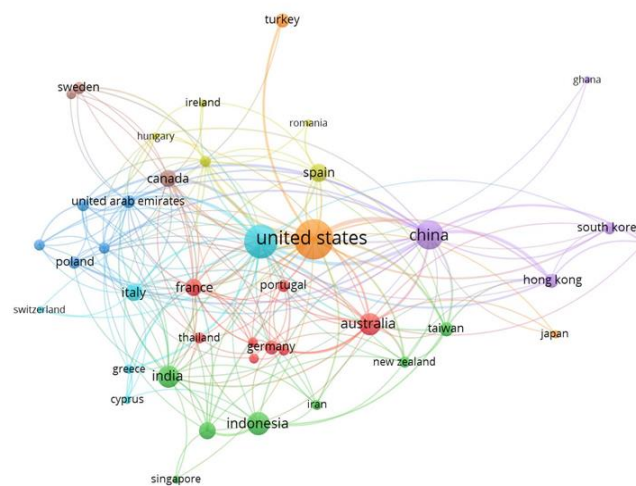
The co-country network is illustrated in the table 4 and figure 6, which includes robust country collaboration networks such as the United States, United Kingdom, China, Indonesia, India, and Canada. Additionally, the United Arab Emirates has made a significant contribution to the field of research with 17 research papers.

Table 4. Top 20 countries of service quality and brand ambassador researches from 2014-2024

R	C	D	R	C	D
1	United States	155	11	France	28
2	United Kingdom	116	12	Taiwan	21
3	China	84	13	Germany	20
4	Indonesia	51	14	Hong Kong	20
5	India	48	15	Turkey	19
6	Australia	47	16	United Arab Emirates	17
7	Spain	32	17	Poland	16
8	Italy	30	18	South Korea	16
9	Malaysia	29	19	Pakistan	15
10	Canada	28	20	Portugal	15

Note: R= Rank, D= Documents, C= Country

Source(s): Produced by the author

**Fig 6.** Network visualization of co-authorship by countries

4.1.4 Most co-occurrence and indexed keywords

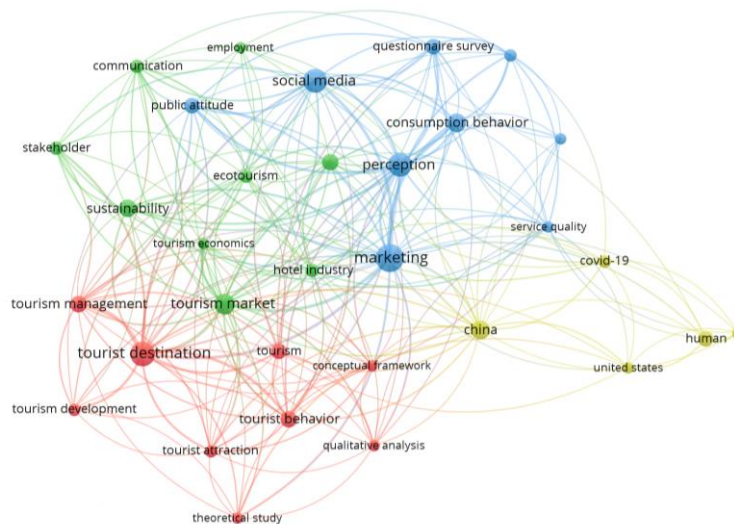
The table 5 illustrates the twenty most commonly occurring and indexed terms in service quality and brand endorsement, spanning from 2014 to 2024. The visualisation of cluster density for co-occurrence and key indexing is shown in Figure 7, illustrates a network of keywords visualised through density analysis using Vosviewer programs. Terms were included in the network only if their frequency exceeded five. The network is divided into four clusters, each represented by distinct colours. The largest cluster, indicated in red, encompasses terms including tourist destination, tourism management, tourist behaviour, theoretical study, conceptual framework, and quantitative analysis. This cluster does not demonstrate a correlation between service quality and brand ambassador. The second cluster, depicted in green, included terms such as hotel industry, tourism market, tourism economics, stakeholder, eco-tourism, and communication. Furthermore, the hotel industry serves as a mediator between service quality and tourist behaviour.

Table 5. Most 20 co-occurrence and indexed keywords in service quality and brand ambassador from 2014 to 2024

R	Keyword	O	R	Keyword	O
1	Marketing	28	11	Corporate social responsibility	10
2	Tourist destination	23	12	Questionnaire survey	9
3	Social media	21	13	Public attitude	9
4	Perception	20	14	Tourism	9
5	Tourism market	15	15	Human	9
6	Consumption behavior	13	16	Communication	7
7	China	13	17	Hotel industry	7
8	Sustainability	11	18	Tourist attraction	6
9	Tourist behavior	10	19	Ecotourism	6
10	Tourism management	10	20	Hospitality industry	6

Note: R= Rank, O= Occurrences

Source(s): Produced by the author

**Fig 7.** Network visualisation of co-occurrence and key indexed

Source(s): Produced by the author

4.2 Study two

4.2.1 Demographic information.

Table 6 indicates that the predominant age group is 32–42 years, comprising 41.0% of the population, followed by the 21–31 years' group at 27.4%. The group aged 43–53 constitutes 20.9%, whereas individuals over 54 contribute only 10.7%. The sample exhibits a male predominance, with 61.7% male participants compared to 38.3% female participants. The gender imbalance may affect the preferences or behaviours examined and should be considered in the investigation or examination sections. A significant proportion of respondents possess a bachelor's degree (59.7%), while a considerable percentage have other education (17.9%), potentially encompassing diplomas or technical qualifications. Only 11.7% possess a master of science degree, while 10.7% hold a doctor of philosophy degree. The sample comprises 39.0% foreign nationals, 32.4% Egyptians, and 28.6% Arab nationals. A significant majority are engaged within permanent jobs (77.8%), while a smaller proportion operate their own

businesses (11.0%). A minimal percentage of the population is without jobs (1.0%) or engaged in seasonal employment (5%).

Table 6. Profile of respondents (N=580)

Variable	Category	Frequency	Percentage
Age	21-31	159	27.4
	32-42	238	41.0
	43-53	121	20.9
	More than 54	62	10.7
Gender	Male	358	61.7
	Female	222	38.3
Education completed	B.Sc.	346	59.7
	MSc	68	11.7
	PhD	62	10.7
	Other	104	17.9
Nationality	Egyptian	188	32.4
	Arabian	166	28.6
	Foreign	226	39.0
Occupation	Unemployed	6	1.0
	Employee under a temporary contract	29	5
	Employee with an indefinite contract	451	77.8
	Own business	64	11.0
	Other	30	5.2

source: Produced by the author.

4.2.2 Reliability and validity of scales

The questionnaire underwent validation, with factor loadings demonstrating a robust association with components. Internal consistency was evaluated by composite reliability (CR) scores, Cronbach's alpha (α), and average variance extracted (AVE) values (Gupta & Jaiswal, 2025). Convergent validity was shown through four measures, with factor loadings over 0.7, while composite reliability of (PSV) is 0.81, (CR) is 0.69 and (BAB) is 0.76, Cronbach's alpha higher than 0.75, and average variance extracted is greater than 0.5, (PSQ) is 0.62, (CR) is 0.74, and (BAB) is 0.70. The model demonstrated sufficient convergent validity across all domains, affirming strong internal consistency. The average variance extracted values exceeded 0.5, signifying that over half of the variance in each construct's elements is attributable to the construct itself (Chandra Chanda et al., 2025). As shown in "[Appendix one](#)".

4.2.3 Discriminant validity

The heterotrait-monotrait (HTMT) percent was used to improve the validation of how different the model's parts are from each other. Chanda et al., (2024) state that the HTMT ratio should be less than 0.9 to validate the uniqueness of structures. Table 7 demonstrates that all constructs in this study have HTMT values below 0.9, indicating adequate discriminant validity among the variables. The measurement results indicate that all relationships between constructs are within the range of 1 HTMT inference > 1 (Huong & Dinh, 2025). This result signifies that each variable is distinct compared to all other variables. The model demonstrates substantial discriminant validity, with confirmation of both reliability and validity. The variance inflation factor (VIF) is a key structural equation modelling (SEM) statistic for independent variable multicollinearity (Salmerón-Gómez et al., 2025). Multicollinearity among construct items is

assessed using variance inflation factor (VIF) values (Li et al., 2025). Multicollinearity is tolerable and desirable with VIF values below 2.0. All values are within the recommended range, indicating low multicollinearity.

Table 7. Discriminant validity- Heterotrait- monotrait ratio (HTMT) list

Construct	HTMT	VIF
CR <-> BAB	0.620	1.013
PSQ <-> BAB	0.684	1.013
PSQ <-> CR	0.490	1.000

4.2.4 Structural model (direct impact)

Table 8 lists the direct impact results. Perceived service quality significantly influences brand ambassador behaviour, according to the study. The result is a favourable outcome. With a significance threshold less than 0.05 (H1: β 0.555, p 0.041, t 2.048), the results indicate that this link is noteworthy. Furthermore, suggested was that corporate reputation was much enhanced by perceived service quality. This finding is consistent with the results of hypothesis 2 (H2: β 0.111, p 0.038, t 1.405). The third hypothesis suggested that brand ambassador behaviour is greatly influenced by business reputation (H3: β = 0.108, p = 0.539, t = 0.614). The data show that this relationship is negligible (see [Appendix one](#)).

Table 8. Hypothesised path coefficients

Hypotheses	Direct paths	B	P-values	T- values	Conclusion
H1	PSQ -> BAB	0.555	0.041	2.048	Supported
H2	PSQ -> CR	0.111	0.038	1.405	Supported
H3	CR -> BAB	0.108	0.539	0.614	Not supported

Source: Produced by the author

4.2.5 Mediation hypothesis (indirect effect)

The hypothesis posited that corporate reputation operates as a mediator in the relationship between perceived service quality and the behaviour of brand ambassadors. The results failed to provide any support for this hypothesis (H4: β = 0.012, p = 0.845, t = .195). The results are shown in Table 9.

Table. 9 Results of specific indirect effects

Hypotheses	Indirect paths	B	P-values	T- values	Conclusion
H4	PSQ -> CR -> BAB	0.012	0.845	.195	Not Supported

Source: Produced by the author

4.2. 6 Model Fit

The fit structural equation modelling (SEM) analysis, using the standard root-mean-square residual (SRMR) to quantify the average discrepancy between observed and projected relationships (Howard et al., 2025), indicates an SRMR of 0.085 for the saturated model.

The model somewhat exceeds the widely recognised 0.08 criterion. Values below 0.08 generally signify a satisfactory model fit; however, some researchers deem values up to 0.10 as permissible in exploratory research (McNeish & Matta, 2025). Consequently, the model exhibits a satisfactory albeit suboptimal fit, and slight enhancements could increase its fit

quality. Furthermore, every loading factor measurement for the variables exceeded the 0.6 criterion, indicating a satisfactory match. With an R^2 of 0.521, the structural model explained 52.1% of the variance in brand ambassadorship conduct, indicating enough explanatory power for social science research. It also demonstrated a moderate-to-strong positive effect of perceived service quality on ambassadorship activity.

The low direct influence of perceived service quality on business reputation ($R^2 = 0.048$) suggests a weak relationship. This suggests that customers may not attribute a company's reputation solely to perceived service excellence. This outcome may be impacted by brand familiarity, and market saturation. Future research may look at more company reputation antecedents to increase the explanatory power of the model.

5. Discussion

This study evaluates the scientific results of perceived service quality and brand ambassador conduct in the hotel sector. The present study employs a bibliometric and quantitative methodology. Scopus was utilised as a source for data scraping in a bibliometric study. The bibliometric methodology is employed. Scopus includes a diverse array of high-quality scientific outputs such as papers, conferences, review articles, and brief publications.

The analysis revealed substantial new prospects to elucidate the growth trajectory of scholarly literature about service quality and brand ambassadors. The study revealed that scholars working in the service quality and brand ambassador behaviour domain within the hospitality industry favoured a diverse array of sources, including "Tourism Management," "International Journal of Hospitality Management," "International Journal of Contemporary Hospitality," "Journal of Business Research," "Journal of Product and Brand Management," "Sustainability," "Journal of Brand Management," and "Journal of Hospitality and Tourism Management."

The research elucidates the most significant papers based on co-authorship, with the United States ranking first with 155, followed by the United Kingdom with 116, and China in third place with 84, and other related aspects of study pertaining to service excellence and brand ambassadors

The present quantitative research investigates the impact of perceived service quality and corporate image on brand ambassador behaviour in five-star hotels within the Cairo hospitality sector. The research findings demonstrate that perceived service quality positively and significantly influences both brand ambassador behaviour (H1) and brand reputation (H2). This indicates that when customers recognise elevated service quality, they are more inclined to promote the business and maintain a positive view of its reputation. These findings underscore the pivotal importance of service quality in influencing both external impressions and customer-initiated promotional initiatives.

This conclusion, in conjunction with Radomir & Wilson (2018) study, strengthens the view that perceived service quality is an essential precursor to business reputation, aligning with the concept that customers frequently depend on perceived service performance due to hospitality complication evaluation. These results align with social exchange theory, indicating that positive consumers' evaluations of service quality foster enhanced loyalty and advocacy behaviours. The present study enhances and expands prior research by empirically confirming the dual function of service quality as both a factor of customer behaviour and a catalyst for company reputation in service environments.

Corporate reputation (H3) demonstrated no effect on brand ambassador behaviour, previous research, including the study by (Özkan et al., 2019), indicated that corporate reputation play a significant role in influencing customer loyalty and ambassador behaviour within financial

institutions, highlighting the impact of external perceptions on customer decision-making and future business interactions. However, the results we obtained do not align with this trend. This study found that corporate reputation did not significantly influence brand ambassador behaviour (BAB). The variation can be attributed to context-dependent or sectoral differences, indicating that in specific industries or customer segments, direct experiences, like service quality, may have a more immediate impact on advocacy behaviours compared to broader reputational cues. Customers may serve as brand ambassadors primarily due to personal interactions and perceived service value, rather than the institution's overall image or reputation.

In contrast to the preliminary results of (Wang et al., 2010), which indicated that brand reputation positively affects customer brand ship behavior and mediates the relationship between perceived service quality and loyalty outcomes in the travel sector, the present study did not identify a mediating effect of corporate reputation between perceived service quality (PSQ) and brand ambassador behaviour (BAB).

The findings indicate that corporate reputation does not act as a mediator in the relationship between perceived service quality and brand ambassador behaviour (H4). Wang et al. (2010) established the significance of brand reputation in fostering customer loyalty via perceived value; however, our findings indicate that within the context of this study, corporate reputation alone does not adequately convert service perceptions into advocacy behaviour. This suggests that customers' actions regarding brand ambassadors are influenced more by direct service experiences than by broader brand perceptions, especially in businesses where close relationships and memorable experiences are paramount. The short-term guest–hotel interaction may limit the extent to which reputation influences deeper psychological effects like advocacy or brand ambassadorship, or cultural factors may shape reputation interpretation. In regions where numerous top-tier hotels compete, brand reputation may be seen as a common industry standard rather than a unique differentiation. Personal service experience may influence guests' brand recommendations more than reputational indications. With accordance with the (Arduini et al., 2024) study, it revealed that there is no relationship between corporate reputation and its image within the local cultural context.

6. Theoretical Implication

Recent literature links service quality with brand ambassador behaviour, according to the bibliometric review. This study quantitatively validates the direct connection between service quality and BAB by confirming theoretical assumptions, clarifying them, and empirically grounding emergent consumer behaviour in service categories.

Current research shows that perceived service quality strongly influences brand ambassador behaviour, supporting the social exchange theory. This evidence shows that customers who value their service encounters are more willing to promote the brand voluntarily. The findings support the theory that positive customer-organization interactions lead to social benefits like advocacy.

The study found that corporate reputation does not significantly influence or mediate the relationship between PSQ and BAB, challenging Corporate Brand Theory in certain service settings. Initial service engagements may have a greater influence on brand advocacy than brand reputation, indicating the need to refine the theory to accommodate them. The study found that the context of the industry—such as banking, hotels, or travel—may change theoretical relationships, particularly regarding how reputation affects customer loyalty and advocacy. Social exchange theory and corporate brand theory need more contingent theorising because consumers' involvement, service personalisation, and interaction frequency differ between industries. Contrary to previous research, the reputation of a company does not

mitigate the relationship between PSQ and BAB. This suggests that future theoretical models should examine mediators such as trust, customer pleasure, emotional involvement, and relational value to better explain the relationship between service experiences and advocacy.

7. Practical Implication

Behaviour of advocates of brands is much influenced by the perceived quality of services. From registration to departure, Cairo's hotels should give first priority to offering first-rate guest experiences. Personalised service, quick response times, and sincere hospitality can turn happy visitors into conventional and digital brand champions. Beyond brand image and awards, hotel management should foster loyalty. At Cairo hotels, where guests mostly rely on personal recommendations and internet evaluations, service experience drives advocacy. Investments should thus give staff training, sanitation, and service continuity top priority. Rather than just repeating bookings, hotel loyalty programs should honour service interactions, including positive reviews, friend referrals, and social media publishing of hotel experiences. This approach is more akin to advocacy, grounded on actual experience rather than brand perception. Online review monitoring and post-stay questionnaires can enable hotels to find contented visitors. Hotels may ask guests for evaluations, offer discounts, or invite them to special events. Egyptian hotels, particularly in Cairo, are bustling with activity. This study suggests that service quality, rather than company image, may attract more devoted and involved consumers. Hotels exceeding expectations attract greater return business and word-of-mouth.

8. Limitations and future directions

The current research examines the factors influencing brand ambassador behaviour within the hotel sector of Cairo, Egypt. Nevertheless, it possesses constraints. The bibliometric analysis is limited to data collected exclusively from the Scopus database, covering the period from 2014 to 2024. Future bibliometric research could expand upon the current work by using multiple databases, including The Web of Science, PubMed, and Dimensions. The limitations of the quantitative analysis include its restricted scope and the probable lack of the ability to generalise to other business sectors or contexts. The research was conducted in January, February, and March; nevertheless, it may not assess the cumulative impact of hotels providing service quality. The study revealed no substantial direct or mediated effect on business reputation; nevertheless, this may be affected by visitors' perceptions and interactions with hotels. Future study may investigate reputation using various operational definitions or by segmenting based on customer type. The study inadequately considered digital service quality and online interactions, which are increasingly essential in influencing views and behaviour.

9. Conclusion

The research executed at a five-star hotel in Cairo. This study enhances the existing knowledge on consumer behaviour within the hotel sector by analysing the correlations among perceived service quality, business reputation, and brand ambassador behaviour (BAB). It shows that customers' impression of the quality of the services motivates them to be brand champions, so advertising hotels via favourable word-of-mouth. Still, brand ambassador behaviour is not much influenced by business reputation. The results underline the requirement of always excellent service at every guest contact point and question the conventional focus on reputation in hotel marketing. According to the study, main drivers of consumer advocacy are strategies for guest experience and unparalleled service.

The study validates the fundamental ideas of the Social Exchange Theory in the Egyptian hotel sector by showing that visitors who receive outstanding hospitality are more likely to return good actions. With service quality the most effective type of value exchange in hotel environments, it also emphasises the need of human, concrete interactions in forming visitor behaviour.

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Appendix one contains “Bibliometric research methodology and data collection., Five- star hotel names, Constructs of the study, Construct means, standard deviation, AVE, CR and Cronbach alpha, Results of the hypothesis testing for the structure model”.

جودة الخدمة وسلوك سفير العلامة التجارية في قطاع الضيافة: دراسة بيبليومترية وكمية

المستخلص

يستخدم هذا البحث المنهج البيبليومتري والكمي للتعرف على المقالات الأكاديمية حول موضوع جودة الخدمة المُدركة وسلوك سفراء العلامة التجارية بالتركيز على معدل النشر في المجالات المُفهرسة في سكوبس من عام 2014 إلى عام 2024، بالإضافة إلى تحديد العوامل التي تؤثر على سلوك سفراء العلامة التجارية بالتركيز على جودة الخدمة المُدركة والسمعة المؤسسية. اعتمدت الدراسة الأولى على تحليل 790 مصدرًا، باستخدام أربعة مؤشرات. أما الدراسة الثانية، فقد جمعت البيانات من استبيان وجه إلى 580 عميلًا تم اختيارهم عشوائيًا من نزلاء فنادق خمس نجوم في القاهرة، بدءًا من يناير 2025 وحتى نهاية مارس. استخدم التحليل البيبليومتري برنامج Vosviewer، بينما تم الاعتماد على SPSS الإصدار 29؛ واستخدم برنامج Smart PLS 4.1.1.2 لنمذجة المعادلات الهيكلية. تُقدم هذه الورقة رؤية علمية حول الأدبيات الأكاديمية المرتبطة بجودة الخدمة وسلوك سفراء العلامة التجارية. تشير نتائج الدراسة إلى أن جودة الخدمة المُدركة لها تأثير إيجابي وهام على كلٍّ من سلوك سفراء العلامة التجارية وسمعتها، إلا أن السمعة المؤسسية لم يكن لها تأثير مباشر أو وسيط على سلوك سفراء العلامة التجارية. وتُثري هذه الإضافة نظرية التبادل الاجتماعي من خلال التأكيد على الدور المحوري لجودة الخدمة في تسهيل السلوك الطوعي لسفير العلامة التجارية. وسيُفيد البحث بشكل كبير الباحثين والمهنيين في مجال الضيافة، أوصت الدراسة على ضرورة استمرار الفنادق بالتميز المستمر في الخدمة المقدمة، وتخصيص تجارب مُصممة للعملاء لضمان تزايد أعداد العملاء المؤيدين للعلامة التجارية بكل وسائل الترويج والتسويق التقليدية والرقمية.

الكلمات الدالة: جودة الخدمة المُدركة؛ السمعة المؤسسية؛ سلوك سفراء العلامة التجارية؛ التحليل البيبليومتري والكمي.

Appendix one

Constructs of the study

Perceived Service Quality (PSQ)

Tangibles

PSQ1. The hotel has visually appealing buildings and physical facilities

PSQ2. The hotel has modern-looking equipment (air conditioner, furniture, elevator

PSQ3. The atmosphere is comfortable and appropriate for a stay (beds, chairs, rooms)

PSQ4. Appliances in the hotel room are maintained well (soap, shampoo, towel, etc

PSQ5. The hotel facilities function properly.

Responsiveness

PSQ6. Employees provide efficient and prompt service.

PSQ7. Employees are always available when needed.

PSQ8. Employees always treat guests in a friendly manner.

PSQ9. Employees made me feel like an important person.

PSQ10. Employees respond effectively to my complaints.

Assurance

PSQ11. Employees instil confidence in guests.

PSQ12. The hotel provides its guests with a safe and secure place.

PSQ13. Employees are polite, professional and friendly.

PSQ14. Employees have in-depth occupational knowledge.

PSQ15. Employees provide tour advice.

Reliability

PSQ16. The hotel provides the services as they were promised.

PSQ17. The hotel provides flexibility in services according to guest demands.

PSQ18. The hotel is dependable.

PSQ19. The hotel performs the services right the first time.

PSQ20. The hotel can solve problems and cooperate.

PSQ21. The hotel employees are skilled in performing their tasks.

Empathy

PSQ22. Employees give guests individualised attention to make them feel special.

PSQ23. Employees of the hotel understand the specific needs of the guests.

PSQ24. The service time provided by the hotel is convenient for the guests.

PSQ25. The hotel is easily accessible (transportation, accessibility, car parking area, etc.).

PSQ26. Employees have flexible rules with guests.

PSQ27. Employees inspire trust and confidence.

Corporate Reputation (CR)

CR1. This firm is a hotel that I have a favourable feeling about.

CR2. This firm is a hotel that I trust.

CR3. This firm is a hotel that I admire and respect.

CR4. This hotel has a favourable overall reputation.

Brand Ambassadorship Behavior

BAB1. I am willing to engage in promotional initiatives for this

BAB2. Given the chance, I would write about various promotional initiatives online so my internet contacts would know this brand

BAB3. Given the chance, I plan to participate in future brand-related promotional events and activities.

BAB4. In the future, I would like the posts from the hotel

BAB5. In the future, I will comment on the posts by the hotel brand.

BAB6. In the future, I will share the posts by the hotel brand

Construct means, standard deviation, AVE, CR and Cronbach alpha

Constructs	Items	Factors loading	Mean	Standard deviation		AVE	CR	Cronbach's alpha
Perceived service quality	PSQ1	0.878	3.596	1.180		0.626	0.814	0.834
	PSQ2	0.743	3.626	1.203				
	PSQ3	0.789	3.707	0.791				
	PSQ4	0.832	3.788	1.166				
	PSQ5	0.752	3.646	1.085				
	PSQ6	0.73	3.616	1.157				
	PSQ7	0.711	3.576	1.237				
	PSQ8	0.842	3.808	0.929				
	PSQ9	0.825	3.919	0.939				
	PSQ10	0.824	3.808	0.971				
	PSQ11	0.753	3.929	0.913				
	PSQ12	0.826	4.010	0.759				
	PSQ13	0.865	3.848	0.936				
	PSQ14	0.733	3.848	0.925				
	PSQ15	0.726	3.899	0.859				
	PSQ16	0.847	3.980	0.816				
	PSQ17	0.76	4.000	0.791				
	PSQ18	0.854	3.970	0.717				
	PSQ19	0.824	3.960	0.724				
	PSQ20	0.735	4.051	0.757				
	PSQ21	0.746	3.778	0.883				
	PSQ22	0.738	3.859	0.739				
	PSQ23	0.824	3.848	0.687				
	PSQ24	0.871	3.859	0.766				
	PSQ25	0.735	3.727	0.851				
	PSQ26	0.774	4.141	0.791				
	PSQ27	0.793	4.192	0.720				
Corporate repetition	CR1	0.734	3.616	1.061		0.747	0.695	0.758
	CR2	0.688	4.091	0.986				
	CR3	0.747	4.343	0.781				
	CR4	0.82	4.343	0.633				
Brand ambassador behavior	BAB1	0.798	4.404	0.777		0.704	0.760	0.873
	BAB2	0.876	4.475	0.743				
	BAB3	0.807	4.404	0.695				
	BAB4	0.834	4.345	0.833				
	BAB5	0.875	4.222	0.859				
	BAB6	0.844	4.394	0.886				

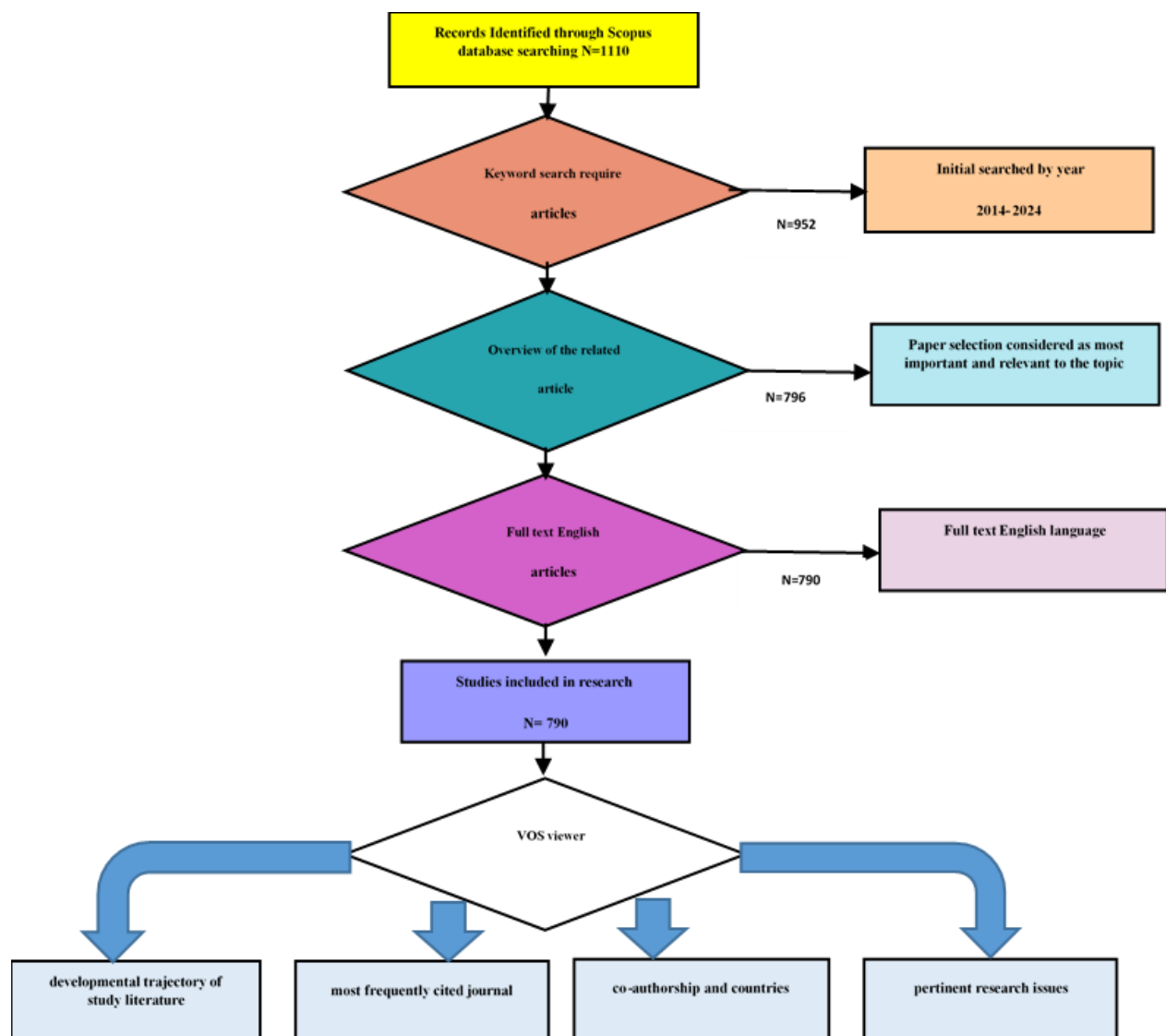


Fig. 1 Bibliometric research methodology and data collection.

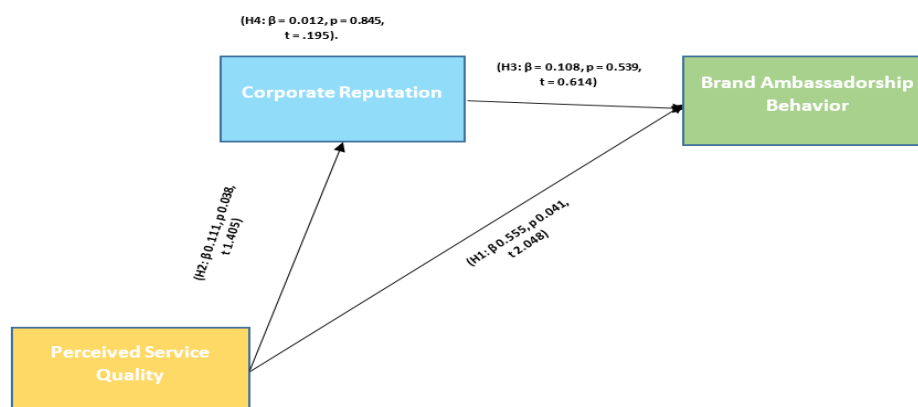


Fig 2. Results of the hypothesis testing for the structure