

THE EFFECT OF UNIVERSITY SOCIAL RESPONSIBILITY ON STUDENT SATISFACTION AND LOYALTY: A STUDY OF HIGHER EDUCATION INSTITUTIONS IN HO CHI MINH CITY

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Appendix 1. Constructs and items

Constructs	Code	Items
Research development responsibilities (Latif, 2018)	REDE1	My university educates students about their social responsibility within their areas of specialization.
	REDE2	My university provides opportunities for students to connect with industry in order to develop essential skills.
	REDE3	My university encourages and empowers students to engage in research that creates social and economic impact.
	REDE4	My university involves students in relevant research projects that address societal needs.
Operational responsibilities (Latif, 2018)	OPER1	My university continuously improves the quality of its educational services for students.
	OPER2	My university invests in creating better study and learning conditions.
	OPER3	My university is committed to ensuring equality, diversity, and inclusion in student life.
	OPER4	My university promotes freedom of expression by encouraging respectful debate and peaceful student initiatives.
Philanthropic responsibilities (Latif, 2018)	PHIL1	My university provides educational support for disadvantaged groups, such as scholarships for needy students.
	PHIL2	My university offers financial assistance and flexibility, including support for extracurricular activities and extensions for fee submissions.
	PHIL3	My university regularly reports on development activities and communicates transparently with donors and supporters.
	PHIL4	My university actively engages in voluntary and charitable initiatives within the local community.
Ethical responsibilities (Latif, 2018)	ETH1	My university promotes ethical behavior and professional standards, and acts with honesty, transparency, and fairness.
	ETHI2	My university encourages students and staff to engage in environmental initiatives, conserve resources, and prevent pollution.
	ETHI3	My university promotes inclusiveness and provides transparent information to its stakeholders.
Legal responsibilities (Latif, 2018)	LEGA1	My university complies with rules, regulations, and legal requirements relevant to higher education.
	LEGA2	My university ensures fairness and equal opportunities by preventing any form of discrimination.
	LEGA3	My university upholds academic integrity and takes violations seriously.

Constructs	Code	Items
Student satisfaction (Annamdevula & Bellamkonda, 2016)	SAT1	I am satisfied with my decision to enroll at this university.
	SAT2	My overall experience with this university has been enjoyable.
	SAT3	Overall, I am satisfied with this university.
Student loyalty (El-Kassar et al., 2019)	LOY1	I will continue my graduate studies at my university if the required major or degree is offered.
	LOY2	I intend to return and actively participate in my university's alumni chapters.
	LOY3	I am willing to support and contribute to my university in the future.

Appendix 2. Reliability and convergent validity testing

Constructs	Items	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Ethical responsibilities (ETH)	ETH1	0.865	0.800	0.882	0.715
	ETH2	0.802			
	ETH3	0.868			
Legal responsibilities (LEG)	LEG1	0.847	0.917	0.929	0.815
	LEG2	0.989			
	LEG3	0.866			
Operational responsibilities (OPER)	OPER1	0.896	0.882	0.920	0.742
	OPER2	0.904			
	OPER3	0.886			
	OPER4	0.749			
Research and development responsibilities (RD)	RD1	0.868	0.905	0.933	0.777
	RD2	0.916			
	RD3	0.899			
	RD4	0.841			
Philanthropic responsibilities (PHIL)	PHIL1	0.893	0.898	0.929	0.767
	PHIL2	0.936			
	PHIL3	0.887			
	PHIL4	0.779			
Student satisfaction (SAT)	SAT1	0.882	0.862	0.915	0.783
	SAT2	0.873			
	SAT3	0.900			
Student loyalty (LOY)	LOY1	0.905	0.894	0.934	0.824
	LOY2	0.911			
	LOY3	0.908			

Note: AVE: Average Variance Extracted

Appendix 3. Fornell-Larcker Criterion

Constructs	(1)	(2)	(3)	(4)	(5)	(6)	(7)
ETH (1)	0.845						
LEG (2)	0.084	0.903					
OPER (3)	0.427	0.047	0.861				
PHIL (4)	-0.068	0.008	-0.052	0.876			
RD (5)	0.524	-0.018	0.417	-0.006	0.882		
LOY (6)	0.502	-0.003	0.466	0.008	0.648	0.908	
SAT (7)	0.340	0.029	0.402	0.076	0.381	0.398	0.885

Note: Square roots of AVEs are exhibited on the diagonal (bold). Construct correlations are shown below the diagonal.