Furthermore, ‘Supplementary Figure 1’ illustrates the parameters to the methodology held in this study.

**Data Collection and its Steps**

- **Primary Data**
- **Quantitative Research** (Deductive)
- **Non-probability Sampling** (Purposive and Snowball Sampling Techniques)
- **Questionnaire** (n = 400)

**Assessment of the Model**

- **PLS-SEM**
- **Software**: SMART PLS-3
- **Measurement Model** - Factor Loadings, Internal Consistency Reliability (Cronbach's Alpha, and Composite Reliability), Convergent Validity (Average Variance Extracted), Discriminant Validity (Fornell & Larcker Criterion, and Heterotrait Monotrait ratio).
- **Structural Model** - Variance Inflation Factor (VIF), Model Fitness (Coefficient of Determination-R², Predictive Relevance-Q², Effect Size-f²)
- **Hypotheses Testing** - Five Direct Relationships, Two Mediators, and Two Moderators Analysis.

**Study Outcome**

- **Total 09 Hypotheses**
- Eight hypotheses accepted.
- One hypothesis rejected.

*Supplementary Figure 1* **Illustrative Parameter to the Methodology**

Source: Figure created by authors.
Supplementary Figure 2 *Moderation Graph of Customer Commitment*

Source: Figure created by authors based on moderation results.