ABSTRACT
The electronic questionnaire system constructed on World Wide Web to collect customers’ opinions is one of the critical success factors of the Customer Satisfaction Management. The purpose of this research was to develop four electronic questionnaire systems with different interface modes (text, game, feedback, and game with feedback) and examine their effects on customers’ response performance (including completing rate, answering time, information recall and interface preference). The experiment results showed that customers’ response performance (completing rate and answering time) of game and game with feedback interface modes were significantly better than that of the text interface mode. Interface modes and users’ individual differences (experiences of using WWW and playing game) had no interaction effects on customers’ response performance. Most users preferred game interface mode.

Keywords: 全球資訊網；人機介面；電子問卷系統；網路行銷

REFERENCES