



Research on policy cognition, government trust and members' sense of acquisition -- An empirical study based on Farmers' Cooperatives in Yunnan Province

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Abstract. Farmers' cooperative is a powerful catalyst to promote rural development, improve the living standard of rural residents and build a new countryside. However, due to the remote location of many farmer cooperatives and the low educational level of the members, their cognition level of the government's series of support and control policies is low, which indirectly leads to the low level of trust in the government, thus affecting the members' sense of gain, which is disadvantageous to the rural revitalization and the implementation of poverty alleviation strategy in China. In this context, in order to explore the relationship between government behavior and members, this paper selects three perspectives, namely policy cognition, government trust and members' sense of gain, based on the sample data of 109 rural cooperatives in Yunnan Province, and uses questionnaire survey, linear regression and other methods to analyze the influence relationship among the three. The research results show that policy cognition has a significant impact on government trust, government trust has a significant positive impact on members' sense of gain, and policy cognition also has a significant positive effect on members' sense of gain, among which government trust has a complete mediating effect on policy cognition and members' sense of gain. Based on this conclusion, how to improve the members of the sense of gain put forward the corresponding opinions and suggestions, which to promote the development of China's farmers cooperatives, improve the government policy, help rural revitalization has a practical guiding significance.

Keywords: Policy cognition; Government trust; Sense of acquisition; Farmers' cooperative

1 Introduction

One of the major characteristics of China's socialist construction includes farmers' cooperatives, which play a particularly important role in promoting the development of

rural economy, especially in the backward and underdeveloped areas. This kind of mutual aid economic organization on the basis of rural household contract management is different from other enterprises and institutions. Its main service object is every member of the cooperative, including the planting, processing and sales of agricultural products and the key technologies of related agricultural production.

In recent years, under the guidance of the active poverty alleviation policy of the national and Yunnan provincial governments, farmers' cooperatives in Yunnan Province have continued to flourish rapidly, actively promoted the economic development of many poor counties and improved the quality of life and spiritual level of a considerable number of local residents. Nevertheless, many farmers' cooperatives still have potential problems that hinder their further development, such as the irregularities in organizational forms and interest mechanisms, the low level of farmers' awareness of relevant government policies, and the inability to implement relevant government policies. Therefore, this study incorporates the policy cognition, government trust and the sense of immigrants' acquisition into the same model, and uses empirical evidence to analyze the impact and relationship among the policy cognition, government trust and the sense of members' acquisition in Yunnan farmers' cooperatives, so as to provide theoretical basis and practical guidance not only for improving the personal living standards of members, but also for promoting the future planning and mechanism improvement of Yunnan farmers' cooperatives.

2 Review and analysis of existing research results

Government trust refers to the public's overall evaluation of the government's existing performance based on cognitive perceptions and the expectation that future performance will be consistent with its own wishes are a solid foundation for political legitimacy (Miller, 1974).¹ As for government trust, scholars Yang xiuyong and Zhang Xin (2021) believe that obtaining the public's sense of public service can be effectively transformed into the trust capital of the government.² Among them, public service satisfaction can have a direct positive effect on government trust capital. In addition, Zheng Jianjun and Liu Jing (2021) also mentioned that although the public pays more and more attention to the governance effect of the government, their long-standing attitudes and emotions are still important predictors of their government trust level, and under certain conditions, they dominate the public's Government Trust.³ Foreign scholar Frank (2013) proposed that providing citizens with relevant government performance results is also one of the factors affecting government trust.⁴

At this stage, many scholars also recognize the importance of policy cognition for the implementation of government relevant measures. Scholar Hao Peng (2021) believes that there are two main problems in policy cognition, namely, the lack of broad understanding of policy types and the lack of deep understanding of policy content.⁵ Based on the survey data of 704 farmers in Jiangnan Plain, Shang Guangyin and Yang Xin (2021), used entropy method and Heckman sample selection model to analyze the impact of policy cognition on relevant behaviors from farmers' policy understanding, policy participation and policy satisfaction.⁶

When it comes to sense of acquisition, many studies have associated it with words such as sense of well-being. For example, scholars Jiang Changliu and others have linked sense of acquisition and sense of well-being in poverty alleviation. They believe that income level, work experience and government efficiency are the main factors affecting sense of acquisition. And Wang Laixi (2021) in the study of financial support for farmers' economic sense of gain in Henan Province, they believe that increasing financial support can enhance farmers' sense of acquisition, so as to comprehensively improve the quality of building a well-off society in an all-round way.⁷ Another scholar Guo Xuejing (2017) divided the sense of acquisition into five dimensions: politics, economy, culture, people's livelihood and ecology.⁸ And in the research published by Liu Tongshan in 2020, he concluded that joining cooperatives could increase the per capita net income of poor households by 871 yuan, and has a greater effect on the income of actual poor households. Indirectly enhance the sense of acquisition of members.⁹

From the above research results, it is not difficult to find that domestic scholars have conducted in-depth research and exploration on policy cognition, government trust and sense of acquisition, and have formed a complete cognitive system. However, little attention has been paid to the mutual influence relationship and role of the combination of the three. Only Wang Yaru (2020) has made a study on the impact of the sense of livelihood security and sense of social fairness on government trust.¹⁰ And Wang Zi (2019) studied the relationship between policy cognition and institutional trust.¹¹ In particular, the influence of these three in the groups with great influence of government control, such as rural cooperatives, has not been deeply explored. Scholars have mainly focused on the relationship between farmers' professional cooperatives and the government.¹²¹³ It is generally believed that the government should support farmers' professional cooperatives from the aspects of legislation, strengthening policy support structure and strengthening supervision and management. Rural cooperatives have played an important role in promoting the development of some backward and poor areas in China. From January to October 2019 alone, 554 farmers' professional cooperatives have been established by the whole rural cooperatives system of Yunnan Province, with a total of 21698 cooperatives in the form of planting, breeding, agricultural product processing, circulation and marketing, etc, with 1393800 members, an investment amount of 26.7 billion yuan, and 1.729 million farmers driven by services. In view of such remarkable achievements, we should combine policy trust, government cognition with members' sense of acquisition to enhance the comprehensive strength of rural cooperatives, which plays an important role in the economic development of rural areas and the improvement of villagers' living standards in backward areas.

Therefore, this paper is not only based on the impact of government policies on rural cooperatives in Yunnan Province, but also based on real and reliable data as a support, using scientific methods to determine the impact relationship and promotion among policy cognition, government trust and members' sense of acquisition, so as to provide reference for the development policy of farmers' cooperatives in China and further improve each member's sense of acquisition.

3 Sample data and variable definition

3.1 Brief introduction and sample data of the development of farmers' cooperatives in Yunnan Province

Document No.1 issued by the Central Committee in 2007 pointed out that it is necessary to conscientiously implement the Law on Farmers' Professional Cooperatives and support the accelerated development of farmers' professional cooperatives. In recent years, the Chinese government has paid more and more attention to the role of farmers' cooperatives in the local economy, and the People's Government of Yunnan Province issued the "Opinions on Promoting the Standardized Development of Farmers' Cooperatives" in 2016, which put forward relevant normative opinions in order to strengthen the standardized construction of farmers' cooperatives in our province, effectively improve the organizational ability, driving ability and market competitiveness of farmers' cooperatives, and promote the construction of a new agricultural management system, promote the development of modern agriculture with plateau characteristics and increase farmers' income rapidly.

A search was conducted on the PKU LAW Database with the keyword "cooperative", spanning from January 1, 2014 to February 29, 2020, through manual screening, a total of 69 policies related to effective farmers' cooperatives at the provincial level in Yunnan Province were obtained. Among them, 7 relevant policies were issued in 2014, 13 were issued in 2015, and 17 related policies were issued in 2016. In terms of the number of policies issued, the overall trend is on the rise, which also shows that the attention of Yunnan Provincial Government to farmers' cooperatives in Yunnan Province has also been improved as a whole.

The awareness of government policies of members of farmers' cooperatives, their sense of trust for the government and their sense of acquisition, are the key to confirm whether the relevant government policies are effectively implemented and whether the policy development is effective. Therefore, the author conducted a questionnaire survey on the degree of policy cognition, trust and sense of acquisition of rural cooperatives in Yunnan Province, which set up 32 items, and collected the questionnaire results of 38 effective members of farmers' cooperatives.

3.2 Variable definition

Government trust is a kind of public psychological expectation of the political system and government behavior, and the measurement of government trust in existing studies are mainly direct and indirect. Relatively speaking, direct measurement can better reflect the direct and stable psychological status of respondents^[14]. Therefore, the scale for measuring policy cognition in this study adopts the Likert point scale method, in which the value from "complete distrust" to "full trust" is assigned 1-5 points, and the higher the score, the higher the trust. It contains eight items, namely, the belief that the evaluation of model cooperatives is fair, the belief that the government will keep a close eye on the governance of the shell cooperatives, the zombie cooperatives and the problem cooperatives, the belief that the financial support funds are issued in a timely and

sufficient manner, the belief that most administrative personnel are honest, the belief that the government will strengthen supervision, the belief that the government will strengthen the construction of agriculture related majors, the belief that the government will strengthen the training times of members, and the belief that the government will continue to support agricultural extension service models, such as student-enterprise cooperation and science and technology commissioners.

Policy recognition is to understand the degree of members' cognition to the policies issued by the government. And the variables contain nine items, namely, my understanding for the law on Farmers' Professional Cooperatives, for the land and power supply policy of cooperatives, for the preferential tax policy of cooperatives, for the financial project support policy of cooperatives, for the information technology support policy of cooperatives, for the insurance service support policy of cooperatives, for the financial service support policy of cooperatives, and for the talent support policy of cooperatives and for the demonstration and creation leading policy of cooperatives. From complete ignorance to complete understanding, assign 1-5 points respectively. The higher the score, the deeper the cognition.

Finally, the sense of acquisition reflects the comprehensive evaluation of the quality of the government's comprehensive service supplied by the members. The variables contain eight items, namely, the improvement of economic income after joining the cooperatives, participation in cooperative decision-making after joining the cooperatives, the real right to vote and be elected, the efficiency of working in government departments, the obvious improvement of personal quality, the enrichment of spare time life, the more harmonious relationship between members and the improvement of production anti risk ability. From "very disagree" to "very agree", assign 1-5 points respectively. The higher the score, the more agree.

4 Empirical analysis

4.1 Sample statistical description

A total of 112 valid survey results were collected in this questionnaire survey. In terms of the sex of the respondents, there are 61 males, accounting for 54% of the total sample, and 51 females, accounting for 46% of the total sample. In terms of age structure, in the sample of farmers' cooperatives, there are 8 people aged 18-25, accounting for 7%; 8 persons aged 26-30, accounting for 7%. 31 persons aged 31-40, accounting for 28%, 46 persons aged 41-50, accounting for 41%, and 19 persons aged 51-60, accounting for 17%. In terms of education level, 4 person with education level of primary school or below, accounting for 4%. 44 persons with junior high school education, accounting for 39%. A total of 41 persons with high school or technical secondary education, accounting for 36%. There are 23 persons with college education or above, accounting for 21%. Among the members of the sample cooperative, there are 28 directors, accounting for 25%, 29 core members, accounting for 26%, and 55 ordinary members, accounting for 49%. In addition, a total of 8 persons were previously registered card households, accounting for 7%. (see Table 1).

Table 1. Basic distribution of sample data

Basic information of members		Number of people	Proportion
Gender	Male	61	54%
	Female	51	46%
Age	18-25	8	7%
	26-30	8	7%
	31-40	31	28%
	41-50	46	41%
	51-60	19	17%
Education level	Primary school and below	4	4%
	Junior middle school	44	39%
	High school or technical secondary school	41	36%
	College degree and above	23	21%
Membership status	Director general	28	25%
	Core members	29	26%
	Ordinary member	55	49%
Been registered card holder formerly	Yes	8	7%
	No	104	93%

4.2 Analysis of statistical results

The purpose of regression analysis is to further explore the predictive role of policy cognition and government trust in the sense of gain in cooperatives. Unit linear regression and stepwise regression analysis, which are widely used in statistical analysis, are used here.

Unit linear regression analysis was performed with sense of acquisition as the dependent variable and policy cognition as the independent variable, and the regression results were shown in Table 2. According to the regression results, the standard coefficient is 0.509, and $P = 0.000 < 0.05$. The linear regression equation can be further obtained as follows: sense of acquisition (y) = 0.459 policy cognition (x) + 2.397, which shows that the degree of members' cognition of policies can significantly affect their sense of acquisition. With the continuous improvement of members' cognition of policies, their sense of acquisition can be effectively improved.

Table 2. Unit linear regression analysis of policy cognition on acquisition

Model	Non standardized coefficient	Standard coefficient	t	sig
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	B	Standard error	Trial version		
1Constant	2.397	.229	.509	10.436	.000
Policies cognition	.459	.076		4.908	.000

Notes: Dependent variable is Sense of acquisition

Then, the unit linear regression analysis is carried out with government trust as the dependent variable and policy cognition as the independent variable, and the regression results are shown in Table 3. According to the regression results, the standard coefficient is 0.307, and $P = 0.000 < 0.05$, which indicates that the members' awareness of the policy can significantly affect their sense of trust of the government. With the continuous improvement of the members' awareness of the policy, it can effectively improve their trust for the government, and the relationship between them is a positive promotion. It can be further concluded that the linear regression equation is: Government Trust (y) = 0.328Policy Cognition(x)+2.892

Table 3. Unit linear regression analysis of policy cognition on Government Trust

Model	Non standardized coefficient		Standard coefficient	t	sig
	B	Standard error	Trial version		
1Constant	2.892	.296	.307	9.754	.000
Policies cognition	.328	.121		2.307	.009

Notes: Dependent variable is Government Trust.

In the same way, the sense of acquisition is the dependent variable and the government trust is the independent variable for unit linear regression analysis, and the regression results are shown in Table 4. According to the regression results, it can be seen that its standard coefficient is 0.510, and $P=0.000<0.05$, which means that the member's sense of trust for the government can significantly affect their sense of acquisition, and with the continuous improvement of the member's trust for the government, it can positively promote the improvement of their sense of acquisition, which further derives the linear regression equation as follows: Sense of acquisition (Y) = 0.432 government trust(X)+1.901

Table 4. Unit linear regression analysis of government trust on sense of acquisition

Model	Non standardized coefficient		Standard coefficient	t	sig
	B	Standard error	Trial version		
1Constant	1.901	.326	.510	5.825	.000
Government trust	.432	.088		4.928	.000

Notes: Dependent variable is sense of acquisition.

With the results of the previous analysis of the relationship among policy cognition, government trust and members' sense of acquisition, we further examine whether government trust plays an intermediary role between policy cognition and members' sense of acquisition. In order to clarify the influence mechanism among policy cognition, government trust and members' sense of acquisition, the mediation effect refers to the influence relationship between variables ($X \rightarrow Y$) is not a direct causal chain relationship, but through the indirect influence of one or more variables(M), we call (M) the intermediary variable. The indirect effect of X on Y through M is called the mediating effect.¹⁵ This paper draws lessons from the mediation effect test procedure proposed by Zhonglin Wen and other scholars. According to the previous correlation analysis results, there is a significant correlation between the variables, so it meets the requirements of further mediation effect test. We performed a three-step regression analysis using the SPSS forced entry variable method, namely:

1. Take the sense of acquisition as the dependent variable and the policy cognition as the independent variable, and test its standard regression coefficient.
2. Take government trust as the dependent variable and policy cognition as the independent variable, and test its standard regression coefficient.
3. Take the sense of acquisition as the dependent variable, policy cognition and government trust as the independent variable, and test its standard regression coefficient.

Step (1) and Step (2) refer to the data analysis results in Table 2 and Table 3. The inspection results of Step (3) are shown in Table. (see Table 5).

Table 5. test results of the intermediary effect of government trust between policy cognition and sense of acquisition

Model	Non standardized coefficient		Standard coefficient	t	sig	Collinearity statistics	
	B	Standard error	Trial version			Tolerance	VIF
1 constant	1.148	.319		4.538	.000		
Policies cognition	.329	.084	.389	3.920	.000	.902	1.109
Government trust	.349	.090	.387	3.898	.000	.902	1.109

Notes: Dependent variable is Sense of acquisition.

It can be seen from the above table that after the introduction of government trust variable, the impact of policy cognition on the sense of acquisition is no longer significant, $P = 0.000 < 0.05$, indicating that government trust plays a intermediary role between policy cognition and members' sense of acquisition.

In addition, specifically, there are individual characteristics among cooperative members' sense of acquisition, the policy of cognitive , government trust, that is, there are many differences in demographic variables.

In terms of gender, the members of male generally have a higher sense of acquisition than female members, while there is no significant difference between different genders

in policy cognition. This may be due to the different social roles played by men and women. Generally speaking, in China's general families, especially in rural areas, women not only have almost the same life pressure as men, but also bear more family burden and family responsibilities. In some areas, there is even the phenomenon of son preference. Because women may not be paid attention in cooperatives, and their status is lower than that of male members, sense of acquisition of women is generally lower than that of men.

In terms of age, the general age range of the members of the cooperatives surveyed is 40-60 years old, and there are fewer young members. Therefore, the possible problems are the lack of young fresh blood, the local older members are unable to quickly understand the real-time policies, and their understanding of the policies is not timely. On the other hand, compared with young people, middle-aged members in the 40-60 age range do not fully understand today's advanced agriculture, modern technology and other efficient technical means, which can not improve production efficiency and further affect the sense of acquisition of members.

In terms of educational attainment, the members of the cooperatives surveyed generally have a high school or secondary school degree, the members with higher education account for a relatively small part. The problem that the low level of education may produce is that there may be deviations in the perception of government policies. Affected by personal experience and knowledge, they cannot accurately recognize government policies, or different groups of members have cognitive deviation, all of which indirectly affects the degree of government trust and ultimately affects the sense of acquisition of members.

On the question of whether they were previously registered as registered poverty-stricken households, 7% of the members chose the option of "yes", indicating that the vast majority of members of the cooperative not belong to poor families, and the low standard of living conditions also has a great impact on the sense of acquisition of the members.

5 Conclusions and suggestions

Based on the relationship model among policy cognition, government trust and members' sense of acquisition, this study uses empirical research methods to draw the following conclusions: policy cognition has a significant impact on government trust, government trust has a significant positive impact on members' sense of acquisition, policy cognition has a significant impact on the sense of acquisition, and government trust plays a complete intermediary role between policy cognition and members' sense of acquisition. Based on the above questionnaire survey and data analysis, the following suggestions are put forward for farmers' cooperatives in Yunnan Province:

In order to enhance the sense of acquisition of members, it can be seen from the significant positive influence relationship of the above three, and its effective method is inseparable from improving members' policy cognition and government trust.

(i) As far as government trust is concerned, relevant studies have shown that the fairness, efficiency, transparency and openness of the government are important factors

affecting public trust. And an important reason for the decline in the level of public government trust is that the public is not satisfied with the public services provided by the government and feels that the quality of public services is reduced[16].Among the eight questions on government trust in this questionnaire, the belief of financial support funds released fully in time, and the belief of the honesty of most administrative personnel and the strengthening of government supervision also reflect the service quality of the government. Therefore, the government should pay attention to improving the satisfaction of public services at first, mainly including improving the responsiveness of government public services, which requires government departments to understand the ideas and needs of members in local farmers' cooperatives, and understand the expectations and concerns of members in cooperatives, and transform the reasonable needs of members into specific and implementable policy behaviors.

Secondly, we should increase the interaction with members of local rural cooperatives and actively respond to feedback, so as to realize the positive interaction of government decision-making from top to bottom and from bottom to top. Finally, we should improve the response process of relevant government policies, break the inefficient bureaucratic operation mode of solving problems caused by too many superior management levels, reduce unnecessary intermediate levels, and create faster and more effective service channels for members, so as to enhance the trust of the government.

(ii) In terms of improving policy cognition, the membership structure of rural cooperatives in Yunnan province shows that there is a serious aging in cooperatives, and most of the members are generally older, which exposes the problem of the loss of young people in remote rural areas. So attention should be paid to the introduction of young members, bringing younger management method and ideological dissemination to local cooperatives, and the government should actively promulgate policies and incentive policies for the introduction of young talents, so that more fresh blood is injected into rural cooperatives to solve the serious problem of aging.

In addition, due to the remoteness of Yunnan province and the low educational level of its members, it becomes more difficult for members in rural areas to obtain government and national information fast and timely. Therefore, we should make full use of the advantages of information technology, to accelerate the digital construction of rural cooperatives, and build a convenient and efficient policy information sharing service platform, and make online replies by means of government official account. Through of which, members can get information more timely, and can also get targeted answers to questions, so as to improve policy cognition. Finally, the leading members of the cooperative should play a leading role in publicity, and strengthen the in-depth publicity of government policies in local cooperatives, and ensure that every member can understand the meaning of the policy.

Secondly, due to the occurrence of COVID-19 in recent years, the production and sales of crops in various regions have also been affected to some extent. Although local governments have also issued corresponding protection mechanisms for farmers and cooperatives to protect their basic quality of life and rights and interests. However, due to the remote location and the low educational level of the members, the cognition of the policy can not achieve good results, and even the opposite situation. Therefore, in

the special period, the government should not only issue corresponding targeted policies, but also formulate targeted communication channels and implementation mechanisms, so as to protect the rights and interests of farmers and members from infringement to the maximum extent.

Finally, from the perspective of the government, in order to enhance the vertical coordination between farmers' cooperatives and the government, we must strengthen the vertical connection with the central government at first, and ensure that the central policy is fully recognized at the provincial level. Secondly, we should strengthen the inspection at prefectural-level cities in Yunnan province, and find the problems that are easy to be ignored and not easy to be noticed in supervision procedure.

(iii) In order to enhance the sense of acquisition of members, except the above aspects, it is also very important to pay attention to the construction of infrastructure, strengthen economic support for farmers' cooperatives, and plan appropriate development directions for them according to local conditions. The government should focus on improving the sense of acquisition of members, not just the benefits brought by cooperatives. This is not only a problem what the state and the government should pay attention to, but also a problem that each member of our society should consider and solve, so as to promote the steady progress of China's poverty alleviation and comprehensive construction of a well-off society.

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