



A Study on the Relationship between Perception Ability and Value Demands of Rural Residents

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Abstract. Academic circles seldom pay attention to the perception ability of policy implementary subjects in the research of performance evaluation, and the existing researches seldom pay attention to the micro-basis of policy implementation. Therefore, this paper focuses on the micro-basis of policy implementation. From the cognitive-behavioral perspective, based on the performance feedback model, this paper builds a relationship model between the perceived ability of policy executor and the value demands of rural residents. Based on the relationship between the policy perception ability of the competent department and the implementing unit, and the policy satisfaction of rural residents, this paper explores the correlation mechanism between them, and uses the performance feedback model to analyze the questionnaire data of the rural comprehensive reform transfer payment fund performance evaluation project in Sichuan Province from 2020 to 2022. The influencing parameters of the relationship between the perceived ability of policy implementors and the value demands of rural residents were empirically obtained. The results show that: (1) There is a positive U-shaped curve relationship between the surplus of policy perception ability of competent departments and the perception ability of implementing units. (2) The perceived ability of implementing unit policies and the degree of understanding of rural residents' policies have a direct positive impact on the satisfaction of rural residents' policies.

Keywords: cognitive-behavioral perspective; Performance feedback model; Perception ability; Value appeal

1 Introduction

Under the background of deepening the reform of financial fund management in Sichuan Province, the Department of Finance, in accordance with the Budget Law of the People's Republic of China, the Implementation Regulations of the Budget Law of the People's Republic of China and the Measures for the Administration of Transfer Payments for the Comprehensive Rural Reform of the Ministry of Finance and other laws and regulations and relevant provisions, The "Sichuan Province Rural Comprehensive Reform Transfer Payment Management Measures" (Chuancaining [2020]

No. 50) revised, aiming to strengthen and standardize the use of rural comprehensive reform transfer payment funds management, improve the efficiency of the use of funds. Its most intuitive reflection focuses on whether it is in line with the value demands of rural residents. The use of special funds should be coupled with the main consciousness of rural residents.^[1]

2 Researching Hypotheses

According to the prospect theory, the description of the result and the way of behavior will affect the perception ability of the unit at the next level of the policy.^[2] It is concretely reflected that the more the competent department's perception of the policy is carried out, the more appropriate the policy issued is to the correct intention expressed by the policy, higher than the expectation of the implementing unit, indicating that the current strategic policy is correct.^[3] The unit at the next level, that is, the implementation unit, can better perceive the policy items according to the implementation documents formulated by the competent department according to the local actual situation, and the perception ability of the implementation unit directly affects the implementation of the policy items; The implementing unit needs to establish a positive cooperative and interactive relationship with rural residents.^[4] The policy perception ability of the implementing unit directly affects the implementation effect of the project, and the most direct method to test whether the implementation effect is in line with the policy and plan guidelines is the satisfaction degree of the rural residents. Therefore, the following hypothesis is proposed:^[5]

H1: There is a positive U-shaped relationship between the surplus of the competent authorities' policy perception ability and the perception ability of the implementing units.

H2: The perceived ability of implementing unit policies and the degree of understanding of rural residents' policies have a direct positive impact on the satisfaction of rural residents' policies.

3 Research Design

3.1 Data Sources

This paper takes the questionnaire survey of transfer payment fund project of Sichuan rural Comprehensive reform from 2020 to 2023 as the initial sample. The questionnaire adopts Likert scale and refers to mainstream literature. Finally, 1201 valid questionnaires are obtained from the social public questionnaire. 518 valid questionnaires were obtained from the competent departments;^[6-7] 598 valid questionnaires were obtained from the implementing units, with samples from the competent departments, implementing units and rural residents.

3.2 Variable Measurement

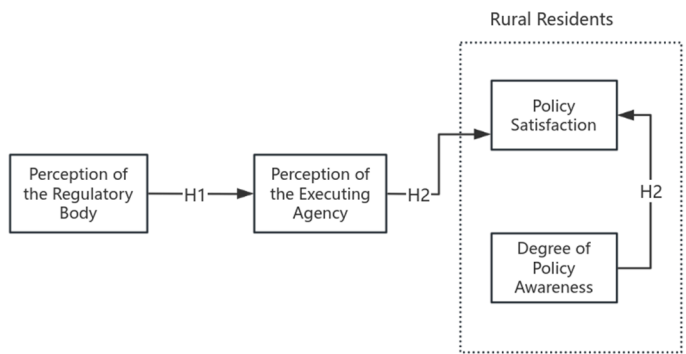


Fig. 1. Model of the relationship between perception ability and value demands of rural residents

3.3 Reliability and Validity Analysis

Table 1. KMO values and Bartlett sphericity test

variant	KMO	Bartlett's test of sphericity		
		approximate chi-square (math.)	df	p-value
Policy-awareness capacity of authorities	0.956	9954.874	120	0
Policy-awareness capacity of implementing units	0.932	6781.416	78	0
Policy satisfaction of rural residents	0.967	27891.405	36	0
Level of policy awareness among rural residents	0.711	2149.359	15	0

4 Analysis of Empirical Results

4.1 Analysis of Regression Results

From the Fig. 1 and Table 1, Hypothesis 1 proposes that there is a positive U-shaped curve relationship between the surplus of policy perception ability of competent authorities and the perception ability of implementing units. The quadratic term (PPA^2) of the surplus of the competent authorities' perceived competence $\beta_1\beta_2$ was included in the regression equation to obtain the estimated values of the model parameters, as shown in Table 2. The 95% CI of parameters α , and do not contain 0, indicating that

the parameters show significance. Follow the suggestion of Haans et[9] al., to explore the nature of this curve-like relationship. The vertex of the curve is 71.833, and the surplus of the competent authorities' policy perception ability ranges from 62 to 80. The signs on both sides of the curve have different directions. When the competent authorities' policy perception ability is small (PPA=62), the slope is negative ($\beta=-0.826, p<0.05$); When the competent department's policy perception ability is larger (PPA=80), the slope is positive ($\beta=0.638, p<0.05$).

Table 2. Estimates of model parameters

Parameter Items	Regression coefficient	Standard Error	T-value	p-value	95% CI
<i>Alpha.</i>	281.119	98.13	2.865	0.009	77.045~485.192
β_1	-6.034	2.725	-2.215	0.038	-11.700~-0.368
β_2	0.042	0.019	2.217	0.038	0.003~0.081

Table 3. Curve test

Extremal Points	shaped test (T-value)	Slope (less policy awareness of the competent authority)	Slope (higher policy awareness of competent authorities)
71.833	2.865	0.826**	0.638**

Note :*** $p<0.01$, ** $p<0.05$, * $p<0.1$.

From the Table 2 and table 3, it show that this is a parabola with an upward opening, which indicates that the surplus of the policy perception ability of the competent department has a positive U-shaped effect on the policy perception ability of the implementing unit, so hypothesis 1 is verified.

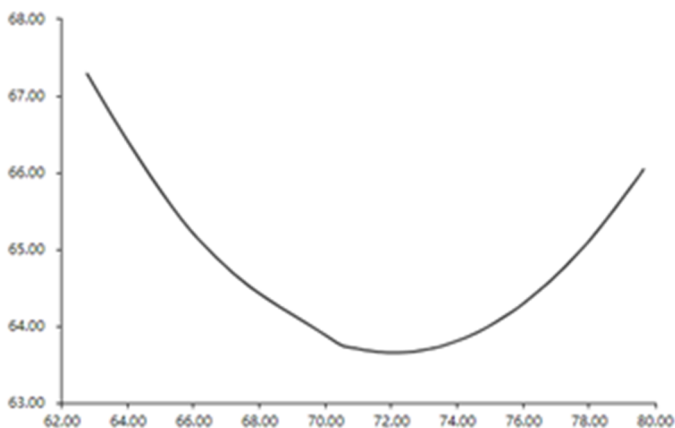


Fig. 2. Estimate of the relationship between surplus of policy perception ability of competent departments and perceived ability of implementing unit policies

According to the Fig 2, Hypothesis 2 proposes that the perception ability of implementing units' policies and the understanding degree of rural residents' policies have a positive and direct impact on rural residents' policy satisfaction. The regression of PSR to PPU and PUR is carried out. The model summary and regression coefficient are shown in Table 4

Table 4. Model summary

Model (explanatory variables: PSR)	explanatory variable	R	R square	Adjusted R-square	Errors in standardized estimates	Change statistics Change in R-square
1	PUR	0.545	0.297	0.265	3.565085817	0.297
2	PUR、PPU	0.670	0.449	0.397	3.229690463	0.152

As R^2 can be seen from Table 4, the $R^2=0.297$ of model 1 indicates that PUR can explain 29.7% of the variation of PSR. R^2 When PPU is added to model 2, β_{PPU} it increases to 0.449, and the explanatory ability of PSR is further increased, which can explain 44.9% of the variation of PSR. It can be seen from Table 4 that $\beta_{PPU}=0.395>0, \beta_{PUR}=0.025<0.05, p_{PPU}=0.485>0, p_{PUR}=0.007<0.05$, both of which have a positive and significant relationship with PSR, and $VIF<10$, there is no multicollinearity among explanatory variables. Therefore, hypothesis 2 is verified.

5 Concluding Remarks

Through empirical analysis, this study finds that there is a positive U-shaped curve relationship between the surplus of policy perception ability of competent authorities and the perception ability of implementing units.^[8] The competent departments carry out the policy intention deeply, guide the subordinate units to implement, which is manifested as the correct policy exceeding expectations, and promote the effective implementation of policy projects; On the contrary, the perception of the competent departments is insufficient, resulting in the implementation units being affected by the framework effect, manifested as conservative attitudes and inaction, reducing the efficiency of project implementation.^[9] The policy perception ability of implementing units and the degree of policy understanding of rural residents have a positive and direct impact on the policy satisfaction of rural residents. Rural residents' understanding of policies directly affects their understanding of and support for policy implementation. T^[10]

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