

It is especially important whether the social security system is healthy for China, the world's population ranking number one, an economically developing country with more than 1.3 billion people. According to the National Statistics Bureau of the People's Republic of China, the total population of China is 136,782,000 people in 2014, the population with rural family register is 61,866,000 people, accounting for 45.23% of the total population. In order to solve the medical demand problem of farmers, in October 2002, the Central Communist Party of China and the State Council promulgated "Decision on further strengthening rural sanitation work" (Nakagaku (2002) No. 13) (hereinafter referred to as "Determination"). "Decision" raised importance on public health in rural areas and raised the establishment of a new type of rural cooperative medical insurance system (hereinafter abbreviated as "new farming"). After 2003, trial introduction of new farming began in various parts of China, and it was spread all over the country in 2009. Since it became popular, problems have always occurred in the new farming in 6 years, but improvements are made each time. There are several theoretical studies on the management method of the system concerning the new farming, fund procurement, medical cost, etc., but there are some empirical aspects such as comprehension degree and satisfaction with farmers' The academic research from now is still missing. Therefore, from the empirical aspect, the author will study the degree of satisfaction with new farmers. The purpose of this research is to empirically analyze the satisfaction level of farmers' fresh agriculture based on a questionnaire survey conducted in the rural area of China and Heilongjiang Province independently conducted by the author. In this study, we conducted a questionnaire survey on 300 people in the 6th group, where the population of Civil Village has 500 or more, under the cooperation of local governments in the area of Heilongjiang City, Harbin City, Harbin City, Heilongjiang Province Was carried out. The method of questionnaire was interview listening by the author, the effective collection number was 288 parts, and the collection rate was 96%. Applied to this data, the United States Customer Satisfaction Index (abbreviation "ACSI"), the perceived quality, perceived value, farmer expectation, public information, farmer satisfaction, farmer complaint, farmers royalty , And estimated by Structural Equation Model (abbreviated as "SEM") by AMOS of SPSS. As a result of the analysis, the average value of satisfaction for men 's new agriculture is higher than that of females; even if the high income group' s hope standard is higher than the low income group and receives the same service; high income standard criteria It is more difficult to achieve than the low income group; the perceptual value is the variable that affects the most satisfaction level; the satisfaction level for the new agricultural management institution influences the satisfaction level than the satisfaction level for the hospital , The government found that it is necessary to raise the quality of service (flow of redemption etc.) of the new agricultural management agency.