Chapter 4

Data Analysis Results

The research results of a study on "Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economic of SMEs in Urumqi China". To study the components and analyze the components and factors for upgrading a rural to an efficient digital society. And to develop a rural digital model for upgrading a rural to an efficient digital society. The data analysis is as follows.

The general information of respondents

The general information of respondents is shown in Table 4.1

Table 4.1 The general information of respondents.

The general information	Sample	Percentile (%)
Gender		
Man	154	38.50
Female	246	61.50
Total	400	100
Age		
18-30 years old and below	214	53.50
31-50 years old	66	16.50
51-65 years old	60	15.00
65 years old and above	60	15.00
Total	400	100
Annual household income		
10,000 to 50,000 yuan	154	38.50
60,000 to 100,000 yuan	134	33.50

Table 4.1 The general information of respondents. (Cont.)

The general information	Sample	Percentile (%)
110-150,000 yuan	94	23.50
160,000 yuan and above	18	4.50
Total	400	100
Education level		
primary school and below	60	15.00
high school and below	114	28.50
Junior college	122	30.50
bachelor and above	104	26.00
Total	400	100
Annual earnings		
10,000 to 50,000 yuan	154	38.50
60,000 to 100,000 yuan	134	33.50
110-150,000 yuan	94	23.50
160,000 yuan and above	18	4.50
Total	400	100

From Table 4.1, it was found that personal factors of the respondents were most are female, 61.50 percent, aged between 18-30 years, 53.50 percent, followed by 31 - 50 years, 16.50 percent, most have a college degree, 30.50 percent have an annual household income of 10,000 to 50,000, calculated as a hundred. 38.50 each, annual income is between 10,000 to 50,000 yuan. It is thought that the personal factors of the respondents found that Most are female, 61.50 percent, aged between 18-30 years, 53.50 percent, followed by 31 - 50 years, 16.50 percent, most have a college degree, 30.50 percent have an annual household income of 10,000 to 50,000, calculated as a hundred. 38.50 per year. Annual income is between 10,000 and 50,000 yuan, accounting for mostly 38.50 percent, respectively.

The specific situation of communication for the construction of digital countryside.

The specific situation of communication between the grassroots government and the people in the construction of the digital countryside is shown in Table 4.2

Table 4.2 The specific situation of communication between the grassroots government and the people

No.	Item	Average $(\overline{x})$	Standard deviation $(S.D.)$	The level of demand
1	What is your understanding of local digital village construction?			
	very understand	3.61	0.54	High
	more understand	3.31	0.56	Moderate
	moderate level	3.99	0.57	High
	not very understand	3.71	0.59	High
	very do not understand	3.58	0.56	High
	Averages	3.64	0.56	High
2	Channels for the local government to promote digital village construction include			
	Grassroots cadres go into households to publicize and explain.	4.24	0.89	High
	Post relevant policy information on the village bulletin board.	3.71	0.76	High
	Release information on the government's official website, government afWeChatwechat public account, government affairs Weibo, government affairs Douyin account, etc.	3.78	0.87	High
	Set up information desk, hang banners, and other road show activities	3.66	0.8	High
	Distribute policy advocacy manuals to the public	3.39	0.90	High
	Averages	3.76	0.84	High

Table 4.2 The specific situation of communication between the grassroots government and the people. (Cont.)

No.	Item	Average ($\overline{x}$)	Standard deviation (**S.D.**)	The level of demand
3	Do you think grassroots governments are fair, just, and open in the specific work of digital village construction?			
	Yes, and very well done	3.39	0.91	Moderate
	Yes, relatively well done	3.48	0.82	Moderate
	Yes, but do	3.75	0.89	High
	No, not very well	3.66	0.90	High
	No, very badly done	3.34	0.79	Moderate
	Averages	3.52	0.86	High
4	According to the daily performance of the local government in all aspects of digital village construction, your trust in the grass-roots government is as follows:			
	Very trust	3.06	0.58	Moderate
	Somewhat trust	3.67	0.50	High
	General	3.89	0.55	High
	Do not trust	3.56	0.52	High
	Very distrust	3.67	0.60	High
	Averages	3.57	0.55	High
5	If you encounter difficulties or doubts in the process of using the government digital platform, will you take the initiative to seek advice or express your views to the local government?			
	Yes	3.61	0.69	High
	No	3.89	0.66	High
	Averages	3.75	0.67	High
6	Will you take the initiative to participate in the autonomy and development of rural public affairs through the Internet?			
	Yes	3.99	0.78	High
	No	3.71	0.86	High
	Averages	3.85	0.82	High

Table 4.2 The specific situation of communication between the grassroots government and the people. (Cont.)

No.	Item	Average ($\overline{x}$)	Standard deviation (**S. D.**)	The level of demand
7	If so, what are the main ways of participation?			
	Through WeChat mini-programs or apps and other functions	4.34	0.90	High
	Leave messages to local government websites, WeChat public accounts, Weibo, TikTok, QQ and other new media platforms	3.71	0.77	High
	Other	3.76	0.84	High
	Averages	3.94	0.84	High
8	As far as you know, are there any people dissatisfied with the grassroots government or village cadres for the construction of local digital villages?			
	Yes	3.87	0.93	High
	No	3.79	0.82	High
	Averages	3.83	0.88	High
9	If so, what are the main complaints about			
	Interest claims opinions and suggestions published on the Internet fail to get timely feedback or attention	4.11	0.87	High
	Failure to timely access to important information such as party affairs, village affairs, finance, land through the network information platform, or access to information is very limited	3.65	0.85	High
	Can not fully enjoy online trading, online learning, online medical, agricultural machinery sharing, and other digital convenience services	3.71	0.91	High

Table 4.2 The specific situation of communication between the grassroots government and the people. (Cont.)

No.	Item	Average ($\bar{x}$)	Standard deviation (S. D.)	The level of demand
	There are certain difficulties in cooperation and communication with the local government or village committee and other organizations	3.75	0.87	High
	Other	3.86	0.88	High
	Averages	3.82	0.88	High
10	In your opinion, what problems have existed or may exist in the local digital village construction			
	Information and digital infrastructure in rural areas are still limited	3.88	0.96	High
	The digital literacy of grassroots government staff, village, e-cadre, or villagers (digital security awareness, computer, and mobile phone useability, digital income increase ability, etc.) is insufficient	3.78	0.89	High
	Grassroots governments fail to make government information public promptly	3.45	0.87	Moderate
	The operation of a rural digital convenience service platform is complicated	3.66	0.85	High
	Other	3.19	0.84	Moderate
	Averages	3.59	0.88	High
11	How do you think the digital village construction carried out by the local grass-roots government has helped you?			
	It helps a lot	3.64	0.80	High
	General	3.71	0.74	High
	Help relatively small	3.82	0.89	High
	No help	3.43	0.81	Moderate
	Averages	3.65	0.81	High

Table 4.2 The specific situation of communication between the grassroots government and the people. (Cont.)

No.	Item	Average ($\overline{x}$)	Standard deviation ($S.D.$)	The level of demand
12	Do you think that the communication between the local grass-roots government and the people meets your actual needs?			
	Very consistent	3.76	0.79	High
	More consistent	4.01	0.84	High
	Generally	3.95	0.81	High
	Very inconsistent	3.81	0.76	High
	Averages	3.88	0.80	High
13	Your personal and family attitude to participate in the construction of digital countryside			
	Very active, actively integrate into the construction of digital countryside, and take the initiative to express interest demands and participate in rural public affairs through digital platforms	4.01	0.85	High
	More active, cooperate with all the local government's digital village construction policies and regulations	3.98	0.86	High
	Generally, only willing to cooperate with part of the digital village construction policies and regulations	3.89	0.81	High
	Less positive, believes that participation in rural governance does not have to be through digital technology	3.79	0.82	High
	It doesn't matter at all	3.81	0.84	High
	Averages	3.90	0.84	High

Table 4.2 The specific situation of communication between the grassroots government and the people. (Cont.)

No.	Item	Average $(\overline{x})$	Standard deviation ($S.D.$)	The level of demand
14	Will grass-roots government staff communicate and give feedback to you through the rural digital platform?			
	Yes, more than 5 times a week	3.48	0.87	Moderate
	Yes, 3-4 times a week	3.56	0.85	High
	Yes, 1-2 times a week	3.61	0.81	High
	No, 0 times a week	3.41	0.82	Moderate
	Averages	3.52	0.84	High
15	What is your satisfaction with the communication between the local grass-roots government and the people?			
	Very satisfied	3.65	0.79	High
	Somewhat satisfied	3.76	0.78	High
	Generally	3.81	0.74	High
	Not very satisfied	3.71	0.76	High
	Very dissatisfied	3.83	0.75	High
	Averages	3.75	0.76	High
16	In general, what do you think is the status of communication between the local grassroots government and the people in the process of digital village construction			
	Very good	3.59	0.73	High
	Fairly good	3.68	0.74	High
	Average	3.75	0.76	High
	Relatively poor	3.72	0.71	High
	Very poor	3.61	0.70	High
	Averages	3.67	0.73	High

Table 4.2 shows the specific situation of communication between the grassroots government and the people in the construction of the digital countryside. It was found that the population in the rural understands building a local digital village at a moderate high level. ($\overline{x}$ = 3.99, $S.D.$ = 0.56). The channels for local government agencies to promote the creation of digital villages are grassroots workers will go into households to publicize and explain at a high level ($\overline{x}$ = 4.24, $S.D.$ = 0.90)

and release information on government official website, government affairs WeChat public account, government affairs Weibo, government affairs Douyin account, etc at a high level ($\bar{x}$ = 3.78, $S.D.$= 0.87). The grassroots government is fair, just, and open in the specific work of digital village construction at a high level ($\bar{x}$ = 3.75, $S.D.$ =0.89). The daily performance of the local government in all aspects of digital village construction overall is high level ($\bar{x}$ = 3.57, $S.D.$ =0.55). The government provides advice and assistance if there is a high level ($\bar{x}$ = 3.75, $S.D.$ =0.67) of difficulties or doubts in the process of using government digital platforms. The public must be able to participate and express their opinions and contribute to the development of rural public affairs through the Internet at a high level ($\bar{x}$ = 3.85, $S.D.$ =0.82). The following channels are WeChat mini-programs or apps and other functions at a high level ($\bar{x}$ = 4.34, $S.D.$ =0.90). However, public dissatisfaction with grassroots governments or village officials in the construction of local digital villages is at a high level ($\bar{x}$ = 3.83, $S.D.$ =0.88). First, there were complaints that local governments were unable to provide timely assistance or advice on information published on the Internet at a high level ($\bar{x}$ = 4.11, $S.D.$ =0.87). Secondly, complaints of problems in coordination and communication with local governments or village committees and other organizations are high level ($\bar{x}$ = 3.75, $S.D.$ =0.87). The public sees the problem in the construction of local digital villages, namely that the information and digital infrastructure in rural areas is still limited. ($\bar{x}$ = 3.88, $S.D.$ =0.96) and digital literacy of grassroots government officials, villages, cadres, or villagers (digital security awareness, computer, and mobile phone use, ability to increase digital income Not enough ($\bar{x}$ =3.78, $S.D.$ =0.89). The people think that if the government builds enough digital villages in the local area, it will facilitate better aspects such as communication ($\bar{x}$ =3.65, $S.D.$ =0.81). It wants to contribute to the creation of a digital countryside together with grassroots government officials to enable the development of rural digital platforms ($\bar{x}$ =3.90, $S.D.$ =0.84).

The factors for upgrading a rural to an efficient digital society.

The result of analysis of the factors for upgrading a rural to an efficient digital society. As shown in Tables 4.3 to 4.8.

Table 4.3 The factor of the government policy for rural digital for upgrading a rural to an efficient digital society.

Government policy for rural digital

No	Item	Average ($\overline{x}$)	Standard deviation (S.D.)	The level of demand
1	Do you understand the concept of digital village?	4.21	0.89	High
2	Do you know that the state has issued policy documents such as the Outline of the Strategy for the Development of Digital Villages?	4.13	0.82	High
3	How digitalized is rural construction in your area?	4.08	0.85	High
4	How satisfied are you with the network infrastructure (4G, 5G, broadband, etc.) in the local villages?	4.16	0.75	High
5	In your village, has public affairs been handled electronically and online?	4.13	0.79	High
6	WeChat, Alipay payment frequency is? What is the frequency of use of digital financial products such as Yu 'e Bao?	4.09	0.74	High
	Averages	4.13	0.81	High

From Table 4.3, The results of the analysis of opinions on government policy on digital in the countryside found that opinions on government policy on digital in the countryside were overall at a high level ($\overline{x}$ = 4.13, S.D. = 0.81) when considering each aspect. It was found that the aspect with the highest level of opinion was the digital village concept ($\overline{x}$ = 4.21, S.D. = 0.89), followed by digitalization of rural construction in your area ($\overline{x}$ = 4.16, S.D. = 0.75) and knowing the outline of a digital village development strategy ($\overline{x}$ = 4.13, S.D. = 0.82) and electronic and online public relations management were at a high level ($\overline{x}$ =4.13, S.D. = 0.79), and for Wechat the frequency of using digital financial products such as Yu 'e Bao ($\overline{x}$ = 4.09, S.D. = 0.74), respectively.

Table 4.4 The factor of the government policy for the economy SMEs for upgrading a rural to an efficient digital society.

Government policy for the economy of SME

No	Item	Average $(\overline{x})$	Standard deviation $(S.D.)$	The level of demand
1.	The state has issued a policy to reduce the tax burden of small and medium-sized enterprises. Do you feel that the policy will help enterprises?	4.37	0.95	High
2.	Has your business received any policy support in recent years?	4.29	0.91	High
3.	Does the heavy tax burden of the former small and medium-sized enterprises affect the survival and development of enterprises?	4.31	0.90	High
4.	Special incentives to support the development of new rural industries and new forms of business and industrial integration?	4.53	0.98	High
5.	Optimize the service process for rural private enterprises.	4.16	0.93	High
	Averages	4.33	0.93	High

Table 4.4, the results of research on opinions Factors of government policy on the economic aspect of SMEs in upgrading the countryside to an efficient digital society. Government policies regarding the SME economy have a high overall average level ($\overline{x}$ = 4.33, $S.D.$ = 0.93). When considering each area, it is found that the area with the highest level of opinions is Sphasial incentives to support the development of new rural industries and new forms of business and industrial integration ($\overline{x}$ = 4.53, $S.D.$ = 0.98) are the government side. has issued a policy to reduce the tax burden on small and medium-sized enterprises ($\overline{x}$ = 4.37, $S.D.$ = 0.95) and the heavy tax burden of small and medium-sized enterprises in the past has affected the survival and development of enterprises ($\overline{x}$ = 4.31, $S.D.$= 0.90) and your business has received policy support in recent years ($\overline{x}$ =4.29, $S.D.$= 0.90) and the aspect of

increasing the efficiency of service processes for rural private enterprises ($\bar{x}$ = 4.16, $S.D.$ = 0.93) according to number

Table 4.5 The factor of the skill of the population in rural for upgrading a rural to an efficient digital society.

Skill of population in rural

No	Item	Average ($\bar{x}$)	Standard deviation ($S.D.$)	The level of demand
1.	Rural talent support policy strength?	4.19	0.83	High
2.	Rural Enterprise Incentive Talent Policy	4.17	0.71	High
3.	Support for innovation and entrepreneurship of returning college students ?	4.28	0.86	High
4.	When your child graduates, would you like him/her to go back to work in the countryside?	4.21	0.72	High
5.	Do you think that skills training can help enhance the competitiveness of employment?	4.15	0.76	High
	Averages	4.20	0.78	High

Table 4.5, the results of other pinion analysis Factors in the skills of the rural population in upgrading the countryside to an efficient digital society. It was found that the skills of the rural population The overall mean was at a high level ($\bar{x}$ = 4.20, $S.D.$ = 0.78). When considering each side, it was found that the aspect with the highest level of opinion was support for innovation and entrepreneurship among students who had returned to study ($\bar{x}$ = 4.28, $S.D.$ = 0.86), other brand assets ($\bar{x}$ = 4.33, $S.D.$ = 0.61), followed by and want children to return to work in the countryside ($\bar{x}$ = 4.21, $S.D.$ = 0.72) and policies to support talented people in the countryside ($\bar{x}$ = 419, $S.D.$ = 0.83) and policy to attract talented people in rural areas ($\bar{x}$ = 4.17, $S.D.$ = 0.71), respectively.

Table 4.6 The factor of the education of the population in rural for upgrading a rural to an efficient digital society.

Education of the population in rural

No	Item	Average ($\bar{x}$)	Standard deviation (S.D.)	The level of demand
1.	Overall satisfaction with your child's school's infrastructure, quality of teachers, safety, and educational management?	4.02	0.91	High
2.	Do you know the current national policy on rural compulsory education?	4.03	0.87	High
3.	Is there a gap in the development of compulsory education among different districts within the jurisdiction?	4.04	0.82	High
4.	Do you think the local government pays much attention to improving the quality of rural education?	4.01	0.51	High
5.	Do you think the school's culture and atmosphere are conducive to students' learning	4.01	0.68	High
6.	How often does your school arrange for teachers to go out for further study, training, mining, and learning	4.03	0.85	High
7.	How often do you participate in teaching and research?	4.02	0.82	High
	Averages	4.02	0.78	High

From Table 4.6, the results of the analysis of educational factors of the rural population to upgrade the countryside to an efficient digital society, it was found that the opinions regarding education of the rural population were at a high level ($\bar{x}$ = 4.02, S.D. = 0.78) When considering each aspect, it was found that the aspect with the highest level of opinion was that there was a gap in the development of compulsory education between various districts ($\bar{x}$ = 4.42, S.D. = 0.82) and educational management, training, and learning. knowledge ($\bar{x}$ = 4.03, S.D. = 0.85) and the national policy regarding compulsory education in rural areas ($\bar{x}$ = 4.03, S.D.

= 0.87) and overall satisfaction with the infrastructure of their children's schools, the quality of teachers, safety, and Organize education ($\bar{x}$ = 4.02, $S.D.$= 0.91) and participate in teaching and research ($\bar{x}$ = 4.0, $S.D.$= 0.78), respectively.

Table 4.7 The factor of the rural SME economy for upgrading a rural to an efficient digital society.

The rural SME economy

No	Item	Average ($\bar{x}$)	Standard deviation ($S.D.$)	The level of demand
1.	The prospect of the current economic and social development of digital countryside	4.13	0.82	High
2.	Social service system for small and medium-sized enterprises in rural areas to create an excellent environment for entrepreneurship and development	4.17	0.97	High
3.	The pulling effect of industrial chain leading enterprises in the process of digital empowerment	4.16	0.72	High
4.	The core of the transformation from old to new growth drivers is to enhance enterprises' capacity for self-transformation and self-innovation	4.28	0.81	High
5.	Do you think the advantages or disadvantages of vigorously developing small and medium-sized enterprises in rural areas outweigh the disadvantages?	4.09	0.67	High
6.	If you are an investor, will you choose to invest in rural SMEs?	4.10	0.61	High
	Averages	4.16	0.77	High

From Table 4.7, the results of the analysis of rural SME economic factors in upgrading the countryside to an efficient digital society found that the average opinion about the rural SME economy was at a high level ($\bar{x}$ = 4.16, $S.D.$ = 0.77) when considered as Individual aspect, it was found that the aspect with the highest level of opinion was the change from the old growth driver to the new, namely

increasing the organization's ability to change itself and self-innovate ($\bar{x}$ = 4.28, $S.D.$ = 0.81), followed by The results are the impact of leading enterprises in the industry chain on the process of digital empowerment ($\bar{x}$ = 4.17, $S.D.$ = 0.97) and the pull effect of leading enterprises in the industry chain on the process of digital empowerment ($\bar{x}$ = 4.16, $S.D.$ = 0.72). and current economic trends and digital development of rural society ($\bar{x}$ =4.13, $S.D.$ = 0.82), and investors should choose to invest in rural SMEs ($\bar{x}$ = 4.10, $S.D.$ = 0.67), respectively.

Table 4.8 The factor of the rural digital technology for upgrading a rural to an efficient digital society.

Rural digital technology

No	Item	Average ($\bar{x}$)	Standard deviation ($S.D.$)	The level of demand
1.	Do you know anything about rural digital construction?	4.09	0.78	High
2.	How complete do you think the village's network infrastructure (network coverage, signal reception, big data platform, etc.) is?	4.21	0.89	High
3.	Revenue improvement from digital development (e.g., e-commerce)	4.26	0.85	High
4.	Access to agricultural production-related information via the Internet (e.g., weather changes, pests, and diseases).	4.20	0.83	High
5.	Digital development to improve productivity	4.18	0.74	High
6.	"Digital + industry" implemented in rural areas (such as tourism agriculture, rural smart tourism, etc.)	4.17	0.79	High
7.	In general, do you think the current digital construction of the village is in place?	4.15	0.71	High
	Averages	4.18	0.80	High

From Table 4.8, results of opinion analysis Factors of rural digital technology in upgrading the countryside to an efficient digital society It was found that opinions about digital technology in rural areas were at a high level ($\bar{x}$ = 4.18, $S.D.$ = 0.80)

when considering each aspect. It was found that the area with the highest level of opinion was improving income from digital development (such as e-commerce) ($\bar{x}$ = 4.26, $S.D.$ = 0.85). How complete is the village's network infrastructure? (network coverage reception of signals) big data platforms, etc.) is ($\bar{x}$ = 4.21, $S.D.$ = 0.89) and access to information related to agricultural production via the Internet (e.g. climate change pests and diseases) ($\bar{x}$ = 4.20, $S.D.$ = 0.83) and digital development for Improved productivity ($\bar{x}$ =4.18, $S.D.$ = 0.74) and "digital + industry" operating in rural areas (e.g. agriculture, tourism rural smart tourism, etc.) ($\bar{x}$ = 4.17, $S.D.$ = 0.79) respectively

Hypothesis Testing

H_1: Government policy for rural digital positively impacts to rural digital society of SMEs in China.

H_2: Government policy for the economy of SMEs positively impacts to rural digital society of SMEs in China.

H_3: The skill of the population in rural positive to rural digital societies SME in China.

H_4: The rural SME economy positively impacts to rural digital society of SMEs in China.

H_5: Education of the population in rural positive impact on rural digital societies SME in China.

H_6: Rural digital technology positively impacts to rural digital society of SMEs in China.

The result of the Multiple Regression Analysis for Hypothesis testing.

Table 4.9 Correlation analysis among variables.

Factor	X_1	X_2	X_3	X_4	X_5	X_6
X_1	1					
X_2	0.389**	1				
X_3	0.450**	0.384**	1			
X_4	0.544**	0.486**	0.649**	1		
X_5	0.690**	0.452**	0.556**	0.686**	1	
X_6	0.684**	0.427**	0.368**	0.651**	0.684**	1

Note: * means $p<0.05$, ** means $p<0.01$

X_1: Government policy for rural digital, X_2: Government policy for the economy of SME,
X_3: Skill of population in rural, X_4: The rural SME economy,
X_5: Education of population in rural, X_6: Rural digital technology

Table 4.9 shows the correlation coefficient between the variables Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economic of SMEs in Urumqi China, it was found that each independent variable is related in a positive direction to the dependent variable. The correlation value is between 0.368 - 0.624, with statistical significance at the 0.05 level. When considering the correlation coefficient of the variables in detail, it is found that the relationship is at a moderate level in all 6 areas, namely the Education of the rural population equal to 0.684. The rural SME economy is equal to 0.651, The rural SME economy is equal to 0.514, the strength of the population in rural is equal to 0.3the 68, and the government policy for the economy of SMEs is equal to 0.427 and Government policy for rural digital is equal to 0.684 and examines the relationship between variables. Using the VIF (Variance Inflation Factor) value, it was found that the VIF value of the independent variable to range from 1.364 – 1.985, which was less than 10, indicating that the independent variables were not related to each other. Orwithhere is no problem of multiple linear relationships. (Multicollinearity)

The five independent variables are: Government policy for rural digital (X_1), Government policy for the economy of SME (X_2), Skill of population in rural (X_3), The rural SME economy (X_4), and Education of population in rural (X_5) and the aspect of Rural digital technology (there is related to the Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economics of SMEs in Urumqi China (Y). Therefore, it is desired to forecast the Rural Digital Model for Upgrade a Rural. to an Efficient Digital Society case economic nomic of SMEs in Urumqi China. From the independent variables by using the Multiple Regression Analysis method and creating equations to forecast as hypothesized, as shown in Table 4.10.

Table 4.10 Multiple Regression Analysis results.

Model	B	standard deviation	beta	t	P
c	2.708	0.085	-	31.748	0.000**
X_1	0.110	0.028	0.198	4.015	0.000**
X_2	0.058	0.018	0.141	3.435	0.001**
X_3	0.250	0.021	0.055	1.174	0.240
X_4	0.014	0.026	0.031	0.539	0.590
X_5	0.256	0.031	0.539	8.637	0.000**
X_6	0.255	0.028	0.489	0.891	0.000**
R^2	0.715				
Adjust R^2 _	0.511				
f	0.505				

Note: p<0.01

X_1: Government policy for rural digital, X_2: Government policy for the economy of SME,

X_3: Skill of population in rural, X_4: The rural SME economy,

X_5: Education of population in rural, X_6: Rural digital technology

From Table 4.10, the results of testing the research hypotheses found that from the multiple regression analysis of the study on Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economics of SMEs in Urumqi China. It was found that the variables that have an influence in the most positive aspect of the Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economic of SMEs in Urumqi China is the Education of the population in rural aspect, followed by the Rural digital technology aspect and the Government policy for rural digital aspect. has a negative influence on the Multiple Regression Analysis results of the factors for upgrading a rural to an efficient digital society. These are the Skills of the population rural and the economy respectively. These 6 variables can jointly predict the results of the Multiple Regression Analysis results of the factors for upgrading a rural to an efficient digital society. Regression Analysis results of the factors for upgrading a rural to an efficient digital society. (Y) with a prediction efficiency of 51.10 percent (Adjust R^2 = 0.511) with strong statistical significance at the 0.01 level in 4 areas: Education of population in a rural area (B = 0.256, p=0.000), followed by Rural digital technology (B = 0.255, p=0.000), Government policy for rural digital (B = 0.110, p=0.000) and Government policy for the economy of SME (B

= 0.058, p=0.000). However, for rural areas there are 2 aspects that are not statistically significant. It is Skills of the population in rural (B = 0.250, p=0.240) and the rural SME economy (B = 0.014, p=0.590). The forecast equation can be written as follows.

$$Y = 2.708 + 0.110\ (X_1) + 0.580\ (X_2) + 0.256\ (X_5) + 0.255\ (X_6)$$

From the forecast equation affecting the Rural Digital Model for Upgrade a Rural to an Efficient Digital Society case study economics of SMEs in Urumqi China can be explained as follows.

If entrepreneurs develop in the area of Education of the population in rural (X_5) by one additional unit, the Rural Digital Model Upgrading a Rural to an Efficient Digital Society case study economic of SMEs in Urumqi China will increase by 0.256 units.

If an entrepreneur develops a government policy for rural digital (X_1) with an increase of 1 unit, education of the population in rural (X_5) will have an increase of 1 unit, making the Rural Digital upgrading or Upgrade a Rural to an Efficient Digital Society case study economic of SMEs in Urumqi China increased by 0.110 units.

If the entrepreneur develops in terms of sales promotion (X_2), there is an increase of 1 unit, which will cause the education of the population in rural to increase by 1 unit, which will make the Rural Digital Model for Upgrade a Rural to an Efficient. Digital Society case study economic of SMEs in Urumqi China increased by 0.058 units.

After organizing and analyzing the data, the assumptions proposed in the previous text were analyzed and validated. The hypothesis test results obtained through multiple regression analysis of the product are shown in Table 4.11.

Table 4.11 Hypothesis test results.

Serial Number	Research Hypotheses	Conclusions (Accept/Not Accept)
H_1: Government policy for rural digital	Government policy for rural digital positively impacts to rural digital society of SMEs in China.	Accept
H_2: Government policy for the economy of SME	Government policy for economic SMEsSME positive to rural digital societies SMEs in China.	Accept

Table 4.11 Hypothesis test results. (Cont.)

Serial Number	Research Hypotheses	Conclusions (Accept/Not Accept)
H_3: Skill of population in rural	Skill of the population in a rural positive impact on rural digital societies SME in China.	Not Accept
H_4: The rural SME economy	The rural SME economy positively impacts to rural digital society of SMEs in China.	Not Accept
H_5: Education of population in rural	Education of the population in rural positively to rural digital societies SME in China.	Accept
H_6: Rural digital technology	Rural digital technology positively impacts to rural digital society of SMEs in China.	Accept

The rural digital model for upgrading a rural to an efficient digital society.
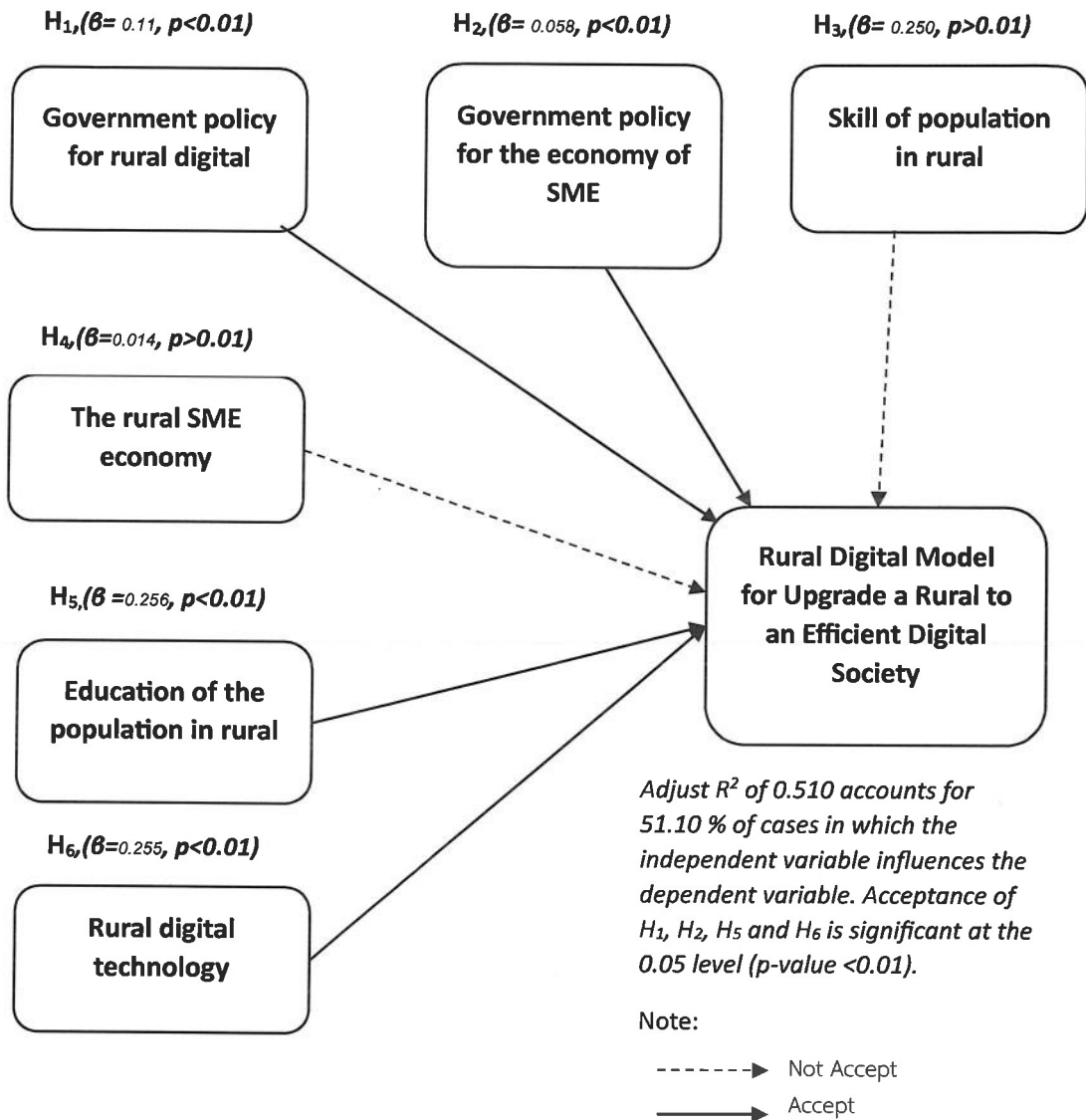

Figure 4.1 The framework of the rural digital model for upgrading a rural to an efficient digital society.