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consistent with studies in western China (Li & Sun, 2023; Zhao & Chen, 2022), which also found that school guidance is a key breakthrough for improving career planning. Compared with studies in eastern China, the influence of family support is relatively weaker in Xi'an, mainly because urban-rural differences lead to uneven family information resources.

4. Conclusion

1.The overall career planning level of Xi'an college students is above average.

2.All four factors in the conceptual framework (self-cognition, family support, school career guidance services, employment market perception) are significant positive predictors, fully supporting hypotheses H₁-H₄.

3.Self-cognition ($\beta=0.36$, $p<0.01$) and school career guidance services ($\beta=0.32$, $p<0.01$) are the two core driving forces.

4.School services are insufficient in personalization and practicality, which is the main shortcoming.

5. Recommendations

5.1 For Universities

Establish a personalized and full-process career guidance system; strengthen industry-university cooperation; improve the professionalism of career guidance teachers.

5.2 For Families

Strengthen career information support and process-tracking feedback; respect students' independent career choices.

5.3 For Students

Deepen self-exploration; actively understand local industrial trends; participate in internships to improve career matching.

5.4 For the Ministry of Education and Xi'an Municipal Government

Build a regional talent supply-demand information platform; promote alignment between majors and local key industries.

5.5 Suggestions for Future Research

Adopt longitudinal design to track dynamic changes; expand samples to western

cities such as Chengdu and Chongqing for comparative analysis; introduce mediating and moderating variables to further explore influence mechanisms.

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