

Research on the Influence of Occupational Value View on Career Decision-making Through the Mediating Path of a Sense of Self-Efficacy

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Abstract

This study aims to explore the relationship among occupational value view, sense of self-efficacy, and career decision-making of university college graduates in the context of job hunting and employment. The research object is 498 graduates from six colleges and universities in Shaanxi Province, China, including A, B, C, D, E, and F. Data analysis is conducted using independent sample t-test, one-way ANOVA analysis, path analysis, and structural equation model test. The results show that there is no significant difference between genders in the occupational value view, but there is significant difference in sense of self-efficacy and career decision-making; The only child has no significant difference in occupational value view, but has significant difference in sense of self-efficacy and career decision-making; family income has no significant difference in the graduates' occupational value view, but has significant difference in sense of self-efficacy and career decision-making; there is no significant difference in the graduates' occupational value view, sense of self-efficacy and career decision-making at different school levels; the occupational value view have a positive and significant impact on sense of self-efficacy and career decision-making; a sense of self-efficacy has a positive and significant impact on career decision-making; the sense of self-efficacy plays a partial intermediary role in the relationship between occupational value view and career decision-making.

Keywords: occupational value view, sense of self-efficacy, career decision-making

1. Introduction

With the continuous expansion of college enrollment, the number of college graduates has increased year over year. The number of college graduates in 2023 is expected to reach 11.74 million, a much larger increase than in previous years (Meng, Liu, & Li, 2022). Due to the increasing number of graduates resulting from the expansion of enrollment in colleges and universities, the situation of business enterprises competing for college graduates in the past no longer exists. Under the current employment situation, it is more difficult for college graduates to find jobs. However, in the employment market of graduates, there is an embarrassing situation. On one hand, there are jobs but graduates are not willing to take them; on the other hand, employers can't find suitable graduates. Graduates subjectively believe that they are favored by heaven and should be engaged in jobs with high social status and income (Wen & Zhao, 2021). Even those affected by COVID-19, they only seek stable and secure jobs. They are hesitant about their careers and take hesitant decisions. Over a long period of time, psychological deviation and self-confidence are frustrated, leading to employment difficulties, and even those who fail to apply for jobs become "The people who live on their parents' wages". These situations show that college graduates have vague occupational value views when seeking employment, have an unclear understanding of the employment situation, have a career sense of self-efficacy that needs to be improved, and their career decisions are not decisive enough.

The occupational value view is the yardstick by which people measure the merits and importance of a certain profession in society. It is a belief that individuals treat their profession and provide sufficient reasons for their career choice and efforts to achieve their work goals (Yu & Huang, 2000). Liu (2021) pointed out that occupational value views have a guiding effect on human behavior and have an important impact on career choice. If the occupational value view of college graduates vague, their employment goals will be unclear. Li, Wang and Dong (2022) pointed out that occupational value views have an important impact on college graduates' career choices. This kind of behavior of

college students when looking for a job is largely affected by the intrinsic value of the occupational value view. When college graduates make career decisions, they need to compare and analyze the relevant attributes of different occupations, and finally choose to choose the career with the highest satisfaction or maximum benefit for the individual. Based on the above discussion, this study assumes that the occupational value view can directly predict sense of self-efficacy and career decision-making.

The theory of the sense of self-efficacy is a theoretical system established and developed by Bandura, a famous American psychologist, from the perspective of social cognitive theory. It is the most important theory contemporary psychology uses to explore and reveal people's intuition or beliefs about their abilities. The sense of self-efficacy is a kind of self-created recognition, which can perceive and judge the ability of the self. This ability is generated through the process of people achieving various goals and is also a form of self-belief (Maddux, 1995). A sense of self-efficacy reflects the actual embodiment of an individual's ability to effectively deal with problems. It is developed on the basis of individual behavior, a manifestation of self-confidence, and it directly affects the individual's psychological motivation in career decision-making (Wang & Kang, 2014). Zhang (2019) believes that if individuals lack confidence in making career decisions, it will lead to difficulties in career decision-making. A sense of self-efficacy can have a significant impact on individuals' choices of activities and their ability to persist for a long time (Liu & Xia, 2014). Based on the above discussion, this study assumes that a sense of self-efficacy has a direct predictive effect on career decision-making.

Career decision-making refers to the public commitment of decision-makers to engender professional behavior by organizing information about their own career environment, and carefully considering the prospects of various career options (Walker & Tracey, 2012). In the process of career decision-making, the occupational value view can not only directly affect individual career decision-making, but also indirectly affects individual career decision-making by influencing the individual with a sense of self-efficacy. Li (2019) believes that a personal sense of self-efficacy has a more prominent impact on career exploration behavior than other factors such as uncertain career goals, and sense of self-efficacy has a significant impact on college students' career decision-making. Based on the above argument, this study assumes that a sense of self-efficacy plays a mediating role between occupational value view and career decision-making.

To sum up, previous studies on the relationship between the occupational value view, a sense of self-efficacy, and career decision-making by scholars tend to focus on career development (Zheng & Ge, 2021; Wu, 2021). This study combines theory with practice and fully demonstrates the impact of college graduates' occupational value view, and their sense of self-efficacy on career decision-making, and finally provides a basis for college graduates to make correct career decisions.

2. Research Methods and Design

2.1 Research Object and Sampling Method

Table 1. Statistical List of Research Sample Data (N=498)

Background Variable	Group	Sample number	Percentage
Gender	Male	199	40.0
	Female	299	60.0
University Level	Universities Under the Central Government	92	18.5
	Provinces and Ministries Jointly Build Colleges and Universities	84	16.9
	Provincial Undergraduate Universities	322	64.7
Only Child	Yes	100	20.1
	No	398	79.9
Annual Household Income	Below 7,259 USD	182	32.5
	7,259 USD—14,518 USD	218	25.7
	More Than 14,518 USD	98	9.8

The subjects of this study are graduates from six undergraduate universities in Shaanxi Province, China, including one university directly under the Ministry of Education, one university jointly built by the Ministry and the other four

universities affiliated to the province.

In this study, the people in charge of the employment guidance service centers for graduates of the six universities were entrusted to issue questionnaires according to 12 disciplines. 600 questionnaires were collected in the form of electronic questionnaires, and 498 valid questionnaires were obtained after the invalid questionnaires were deleted. The statistical data of the research sample are shown in Table 1. There are 199 male students and 299 female students in the valid questionnaires. There are 92 students in universities affiliated with the Central Government, 84 students study in universities co-built by the Ministry, and 322 students attend universities affiliated with the provincial government. 100 students are only children to their parents and 398 are non-only children. Family income earned is less than 7,259 USD for 182 students and their families, while 7,259 USD to 14,518 USD is earned for 218 student families, and more than 98 student families earn in excess of 14,518 USD.

2.2 Research Tool

The survey of the occupational value view adopts the scale of professional values designed by Ling, Fang and Bai (1999), which included 22 questions from three dimensions, such as prestige, health care, and self-development. Cronbach Alpha of the scale was 0.839, and the Cronbach Alpha coefficients of each dimension were 0.916, 0.842 and 0.909, respectively. The confirmatory factor index was well fitted: $\chi^2/df = 2.718$, CFI = 0.876, AGFI = 0.833, RMSEA = 0.08.

Fu (2018) sense of self-efficacy scale was used, which included 19 questions from three dimensions: information collection, career planning and problem-solving, and self-assessment. The reliability of the total scale was 0.912. The Cronbach Alpha coefficients of each dimension were 0.961, 0.948 and 0.936, respectively. The confirmatory factor index was well fitted: $\chi^2/df = 2.788$, CFI = 0.888, AGFI = 0.841, RMSEA = 0.086.

The career decision-making style scale compiled by Li and Li (2017) was adopted. The scale contained three dimensions of rational analysis information, extensive information, and clear goal setting, with a total of 16 questions. Cronbach Alpha of total reliability was 0.720. The Cronbach Alpha coefficients of each dimension were 0.71, 0.71, 0.67, and the confirmatory factor index was well fitted: $\chi^2/df = 2.548$, CFI = 0.922, AGFI = 0.881, RMSEA = 0.080.

2.3 Data Processing

In this study, SPSS22.0 and AMOS22.0 software were used to process and analyze the data. The average score of the subjects in various variables was 3.91 ± 0.63 for occupational value view, 3.19 ± 0.66 for sense of self-efficacy and 3.32 ± 0.60 for career decision-making.

3. Research Results

3.1 Analysis of Differences among Occupational Value View, Sense of Self-Efficacy And Career Decision-Making Caused by Different Background Variables

One of the purposes of this study is to understand whether there are differences in the occupational value view, a sense of self-efficacy and career decision-making among college graduates with different background variables. Therefore, independent sample t is applied to test whether there are significant differences between gender and a single child. According to Cohen(1998, PP. 238-246) standard, $.2 \cong d < .5$ is a small effect quantity, $.5 \cong d < .8$ is a medium effect quantity and $.8 \cong d$ is a large effect quantity. And apply single factor variance (ANOVA) to test whether there are significant differences between family annual income and school level, and test the different effects according to Cohen(1998, PP. 238-246) standard. $.01 \cong \eta p^2 < .058$ is the minor effect, $.058 \cong \eta p^2 < .138$ is the medium effect and $.138 \cong \eta p^2$ is the major effect.

3.1.1 An analysis of the difference in the occupational value view, a sense of self-efficacy and career decision-making among college graduates of different genders

In terms of the occupational value view, male students $M = 3.841$, $SD = 0.773$; Female $M = 3.953$, $SD = 0.508$, $t = -1.794$, $p = 0.053 (> 0.05)$, effect size $d = 0.178$; Difference analysis of sense of self-efficacy, male students $M = 3.294$, $SD = 0.808$; $M = 3.120$, $SD = 0.524$, $t = 2.688$, $p = 0.004 (< 0.05)$, $d = 0.2673$; In the analysis of career decision difference, male $M = 3.386$, $SD = 0.720$, female $M = 3.279$, $SD = 0.493$, $t = 1.834$, $p = 0.049 (< 0.05)$, $d = 0.280$. Therefore, there is no significant difference between male and female college graduates in occupational values, and the effect scores a very low difference. However, there is a significant difference between the sense of self-efficacy and the occupational value view of male and female college graduates, and the effect size is low.

3.1.2 Difference analysis of the occupational value view, a sense of self-efficacy and career decision-making among college graduates being an only child or not

In terms of occupational values, only child $M = 3.946$, $SD = .552$, non-only child $M = 3.894$, $SD = .655$, $t = .826$, $p = .409(>.05)$, $d = .083$; In terms of sense of self-efficacy, only child $M = 3.324$, $SD = .764$, non-only child $M = 3.140$, $SD = .607$, $t = 2.782$, $p = .006 (<.05)$, effect size $d = .267$; In career decision, only child $M = 3.428$, $SD = .620$; Non-only child $M = 3.283$, $SD = .582$, $t = 2.355$, $p = .016 (<.05)$, $d = .242$. Therefore, whether the graduates are the only child or not has no significant difference in the occupational value view and effect size. Being the only child or not has a significant difference in a sense of self-efficacy and career decision-making, and the effect size is a low difference.

3.1.3 Analysis of the difference in the occupational value view, a sense of self-efficacy and career decision-making of university graduates with different annual family incomes

In occupational values, $F = 1.202$, $p = .301(>.05)$, $\eta^2 = .005$, which did not reach the significant level. $F = 4.553$, $p = .011(<.05)$, $\eta^2 = .018$ were significantly different in sense of self-efficacy. Homogeneous Levene's test, $p = .649(>.05)$, and post-Scheffe comparative analysis were performed. There was no significant difference between $p = .198(>.05)$ between 7,259 USD and 7,259-14,518 USD. $p = .013(<.05)$ was significantly different between 7,259 USD and 14,518 USD. $P = .047(<.05)$ was significantly different between 7,259-14,518 USD and over 14,518 USD. For career decision $F = 5.748$, $p = .003$, $\eta^2 = .023$. Homogeneous Levene's test, $p = .073(>.05)$. Post-scheffe comparison showed that $p = .239(>.05)$ was not significantly different between 72,59 USD and 7,259-14,518 USD, $p = .005(<.05)$ was significantly different between 7,259 USD and over 14,518 USD, and $p = .296(>.05)$ was not significantly different between 7,259-14,518 USD and over 14,518 USD. The results show that the annual family income of graduates has no significant difference in the occupational value view, but has a significant difference in sense of self-efficacy and career decision-making. The higher the family income of graduates becomes, the more prominent the level of a sense of self-efficacy, while the level of career decision-making of low-income families is lower than that of high-income families.

3.1.4 Analysis of the differences in university graduates' occupational value view, sense of self-efficacy and career decision-making at different school levels

In occupational values, $F = .083$, $p = .92 (>.05)$, $\eta^2 = .000$; for a sense of self-efficacy, $F = .955$, $p = .386(>.05)$, $\eta^2 = .004$; There were no significant differences in career decision $F = .101$, $p = .904(>.05)$, $\eta^2 = .000$. The analysis results show that there is no significant difference in the occupational value view, sense of self-efficacy and career decision of graduates at different school levels.

3.2 Common Method Deviation Test

Forty-five measurement items were analyzed in an exploratory project using Harman single-factor test. After testing, six principal components with eigenvalues greater than 1 were precipitated, and the explanatory variables of the first factor were 37.142%, less than the critical standard of 40%, indicating that there was no serious common method bias in this study (Podsakoff, MacKenzie, Lee, Podsakoff, 2003).

3.3 Correlation Analysis

Table 2 Correlation analysis results show that occupational values are significantly positively correlated with a sense of self-efficacy and career decision-making, and the correlation coefficient is between .339 - .699, indicating that the three variables are correlated.

Table 2. Correlation Coefficient Analysis of Each Variable (N=498)

	Occupational value view	Sense of self-efficacy	Career Decision-making
Occupational value view	1		
Sense of self - efficacy	.339**	1	
Career Decision - making	.428**	.699**	1

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

3.4 Model Verification of Research Variables

In this study, the Amos Structural Equation Modeling (SEM) was used to verify the results in two stages. The first stage tested the compatibility of the overall model, and the second stage tested the causal relationship and mediating effect among the variables.

3.4.1 Analysis of the Effect of Occupational Values on a Sense of Self-Efficacy and Career Decision-Making

In this study, a linear structural equation model is used to construct a theoretical model, and the analysis results are

shown in Figure 1.

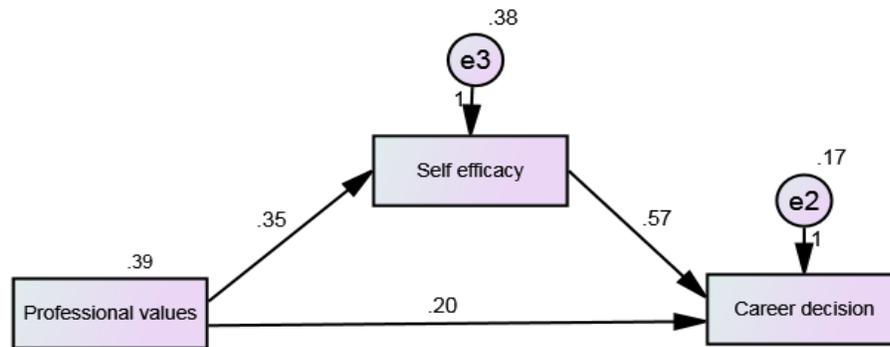


Figure 1. Cause and Effect Model of Occupational Value View, Sense of Self-efficacy and Career Decision-Making

As can be seen from Table 3, the confidence interval of the impact of occupational values on the sense of self-efficacy is (.223, .472), $P = .000$, and the path coefficient is .35, indicating that occupational values have a significant impact on the sense of self-efficacy. The confidence interval of the influence of a sense of self-efficacy on career decision-making is (.444, .608), $P = .000$, and the path coefficient is .57. The resulting analysis shows that a sense of self-efficacy has a significant impact on career decision-making. The confidence interval of the impact of occupational values on career decision-making is (.104, .263), $P = .000$, and the path coefficient is .20, indicating that the occupational values have a significant impact on career decision-making. (Hayes, 2017).

Table 3. Occupational Values, Sense of Self-efficacy, Career Decision Model Path Relationship Verification Abstract Table

Path		Non Standardized Coefficient				Standardization Coefficient Bias-corrected 95% CI		
		UNSTD	SE	C.R.	P	STD	Lower	Upper
Occupational value view	→ Sense of self-efficacy	.355	.063	8.04	***	.403	.223	.472
Sense of self-efficacy	→ Career Decision-Making	.528	.043	12.045	***	.531	.444	.608
Occupational value view	→ Career Decision-Making	.180	.042	4.376	***	.206	.104	.263

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

3.4.2 Mediation Model Fit Test Analysis

As can be seen from Figure 2, the model fit index $\chi^2/df = 1.947$, $GFI = 0.838$, $AGFI = 0.82$, $RMR = 0.069$, $NFI = 0.323$, $CFI = 0.478$, $RMSEA = 0.069 < 0.05$, indicating that the fit of this model is generally good.

3.4.3 Analysis of the Mediating Effect of Sense of Self-Efficacy on Occupational Values and Career Decision-Making

This study uses AMOS software to test the intermediary effect of Bootstrap. Using the Bootstrapping intermediary effect test method of Preacher and Hayes (2008), set 5000 iterations and the 95% confidence interval estimate of the intermediary effect. If the Z value is greater than 1.96 and the interval estimate does not contain 0, the intermediary effect is significant. If the direct effect is not significant and the indirect effect is significant, it means complete mediation; If the direct effect is significant and the indirect effect is significant, it is part of the intermediary; If the total effect is not significant, it means that the intermediary effect is not tenable.

The verification of the mediating effect of a sense of self-efficacy is shown in Table 4. The total Z value of the influence of a sense of self-efficacy on career decision-making is 2.735 greater than 1.96. The Bias-corrected confidence interval of Bootstrapping (.260, 1.367) and the uncorrected confidence interval (.173, .642) did not contain 0, indicating that the overall effect was significant. The indirect effect Z value of 2.015 is greater than 1.96, and the

Bias-corrected confidence interval of Bootstrapping (.143, 1.454) and the uncorrected confidence interval of Bootstrapping (.034, .423) do not contain 0, indicating that the indirect effect is significant. The direct effect Z value of 2.288 is greater than 1.96, and the Bias-corrected confidence interval of Bootstrapping (.049, .316) and the uncorrected confidence interval of Bootstrapping (.049, .314) do not contain 0, indicating that the direct effect is significant. Therefore, a sense of self-efficacy has a partial mediating effect between occupational value view and career decision-making.

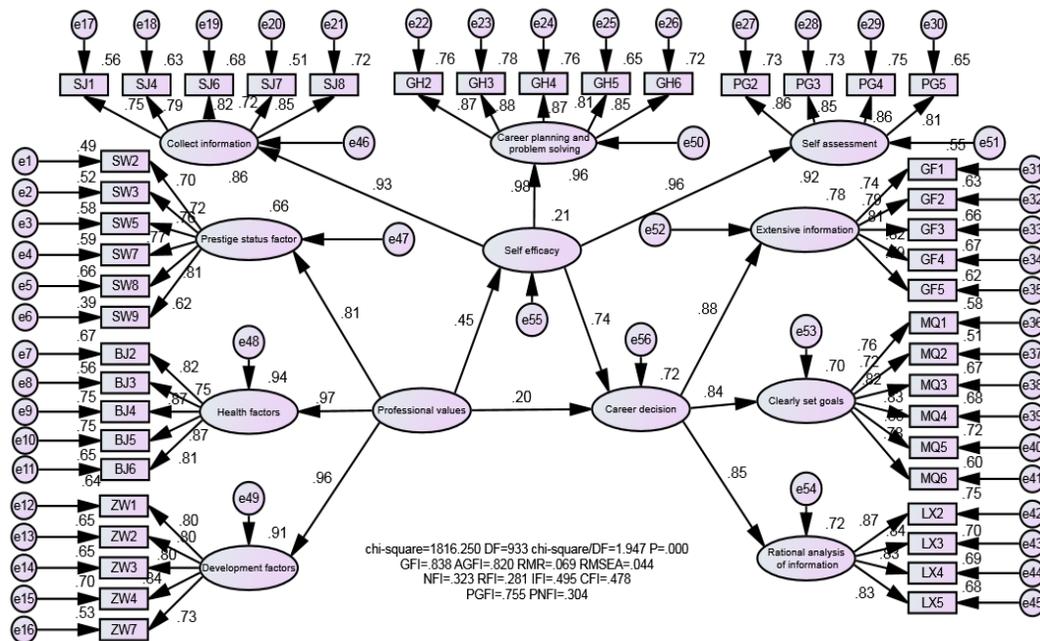


Figure 2. Analysis of the Mediating Role Model of Sense of Self-Efficacy

Table 4. Summary of Verification of the Mediating Role of Sense of Self-Efficacy

Point estimation	Bootstrapping					
	Product of coef		Bias-corrected		Percentile	
	SE	Z	95% CI		95% CI	
			Lower	Upper	Lower	Upper
	Overall Effect					
.443	.162	2.735	.260	1.367	.173	.642
	Indirect Effect					
.276	.137	2.015	.143	1.454	.034	.423
	Direct Effect					
.167	.073	2.288	.049	.316	.049	.314

4. Discussion

4.1 Discussion on the Relationship among the Occupational Value View, A Sense of Self-Efficacy and Career Decision-Making of University Graduates

When university graduates apply for jobs, their occupational value view play a guiding role, enabling them to have full confidence and make decisions that meet their own requirements. This study shows that the occupational value view has positive and significant effects on the sense of self-efficacy and career decision-making. Before making career decisions, university graduates should have clear goals so that they can have a high level of efficacy, full confidence and scientific decision-making. When making career decisions, university graduates will be influenced by some motives or ideas, the core of which is from the personal occupational value view. Personal occupational value views

play an important role in the process of career decision-making and are an important prerequisite for influencing career scientific decision-making (Koski & Subich, 2011). College graduates with clear occupational value views have a strong sense of self-efficacy when making career decisions (Yang, 2022), and find themselves as confident. The correlation between the occupational value view and a sense of self-efficacy is obvious (Zhou & Fang, 2021). Therefore, occupational value views have a significant positive impact on the sense of self-efficacy (Huang & Cao, 2008). The sense of self-efficacy is the speculation, judgment, and confidence of university graduates on whether they are able to complete their career decision-making behavior when they are faced with the pressure of career selection, decision-making difficulties and other problems (Hou, 2013). University graduates with a strong sense of self-efficacy can correctly understand themselves, make scientific career decisions and succeed in employment because they have full confidence in decision-making, which can effectively improve their decision-making level (Zhang, 2021).

4.2 Discussion on the Mediating Role of Sense of Self-Efficacy between Occupational Value View and Career Decision-Making

The occupational value view of university graduates provides a source of motivation for improving the sense of self-efficacy and career decision-making and can predict the sense of self-efficacy and career decision-making (Zhou, 2015). The cultivation of a sense of self-efficacy requires more attention to one's own ability. This study shows that a sense of self-efficacy can partially mediate the influence of vocational values on career decision-making. That is, occupational values directly promote the improvement of career decision-making, but also indirectly promote career decision-making with a sense of self-efficacy as the mediating variable. Sense of self-efficacy emphasizes personal confidence, while values emphasize an opinion of value. Personal confidence cannot replace their values. It is difficult to change the things formed in the concept, but an individual's sufficient confidence may affect the change of the concept. What is inherent in values is influenced by a sense of efficacy (Lent, Brown, Nota & Soresi, 2003). Therefore, a sense of self-efficacy partially mediates the influence of occupational values on career decision-making, and a sense of self-efficacy cannot completely replace the influence of occupational values on career decision-making. This conclusion provides different entry points for improving the cultivation of career decision-making.

4.3 Discussion on Differences between Background Variables and Research Results of Each Variable

According to the results of this study, the vocational values of university graduates are quite different from the past, and there is no significant difference between the various background variables of this study on the occupational value view of university graduates. It is mainly because the values of male and female students have changed compared with the past (Duffy & Sedlacek, 2007). Nowadays, university graduates, whether male or female, have distinctive personalities and advanced ideas. Both the only child and the non-only child want to attain a certain social status and strengthen self-development. The level of the school will not affect their values. At the same time, most families of university graduates now have relatively high annual incomes and guaranteed material life. Their occupational value view will not be affected by family income. Therefore, there is no significant difference in the occupational value view of university graduates in background variables such as gender, being an only child, annual income of different families, and school level (Wan & Liu, 2022; Zhai, 2022).

A sense of self-efficacy emphasizes a person's level of confidence, and a strong sense of self-efficacy drives a decisive career decision. This study shows that there are significant differences in a sense of self-efficacy and career decision-making among university graduates of different genders, no matter if they are only children or not, and different annual family incomes, while there is no significant difference in school levels. Influenced by traditional culture, male graduates are generally given more career-oriented roles, while female graduates should focus on family, so their sense of self-efficacy and career decision-making are lower than those of male graduates (Zhang, Liu, & Ni, 2014). Without brothers and sisters as a reference, the only children can only deal with many things by themselves, so they have distinctive personalities and many ideas (Yin, 2019), and their parents' opinions may not be fully followed, because they are independent, confident, and make decisions decisively (Duan & Xu, 2017). At the same time, those with good family economic conditions have different results from those with poor family economic conditions in terms of information acquisition, recognition of their own goals and rational analysis of information. Families with good economic conditions have a great impact on their children's career decision-making (Xia, 2021). University students from high-income families have strong planning ability and problem-solving abilities (Zhang, 2021). The school level reflects the overall strength of a university, which does not affect the self-confidence of university students and cannot determine personal career decisions.

5. Conclusion

There is a significant positive correlation between university graduates' occupational value view and career decision-making; there is a significant positive correlation between occupational value view and sense of self-efficacy; there is a significant positive correlation between sense of self-efficacy and career decision-making; a sense of self-efficacy plays an intermediary role in the influence of the occupational value view on career decision-making; There is no significant difference in the occupational value view of university graduates between different genders, only children, family income and school level; There are significant differences in sense of self-efficacy and career decision-making among university graduates of different gender, an only child, and family income, but there is no significant difference at school level.

6. Suggestions

6.1 Optimize the Education Mode of Occupational Value View and Enhance the Ability of University Graduates to make Decisive Career Decisions

The cultivation of vocational values is an important way to promote the career decision-making of university graduates, and it is also a requirement of the development of vocational education of university graduates in recent years. The training of university graduates based on vocational values education can better establish the career goals of university graduates, relieve the anxiety of university graduates in the process of career decision-making, and meet the needs of university graduates for self-development and self-cognition. Vocational values education is mainly aimed at the confusing and existing problems in career decision-making of university graduates in this new era. Firstly, it is necessary to strengthen the education of career development policies and laws and regulations for university graduates, guide them to understand the current situation of national economic and social development and the overall demand of the employment market, and urge them to plan and adjust their career direction according to societal demands as well as their own situation, update their career concept, and change their subjective understanding that taking the civil service examination and entering the public service system is the only way to employment. Secondly, it is necessary to innovate the forms of the occupational value view education. Modern network communication means are used to integrate the content of vocational values education into all aspects of university students' study and life. Through new media, the education is carried out in a form popular with young people and easy to accept, so as to free the vocational values education from the serious and rigid mode and create a loose and fresh educational atmosphere. In addition, schools should take continuous education and guidance as an important measure to cultivate occupational value view in vocational education, organize professional teachers to provide long-term guidance and help for graduates, guide graduates to overcome the narrow understanding of homesickness and good development at home, and effectively change the values of university graduates, so that they will no longer be greedy for stable occupations such as civil servants and public servants, and make rational career decisions.

6.2 Improve the Level of Sense of Self-Efficacy and Establish the Confidence of University Graduates in Career Decisions

A sense of self-efficacy plays a key role in shaping the personality of university graduates and their ability to achieve goals. Generally speaking, a sense of self-efficacy mainly affects the degree of motivational effort. The tenacity and endurance of graduates in action are more derived from the confidence of their own behavior. University students with a high sense of self-efficacy usually try their best and persevere in their behavior until they reach the expected goal. Colleges and universities should start by improving the cultivation of graduates' sense of self-efficacy, integrating the content and essence of sense of self-efficacy into all aspects of graduates' career development, so that university graduates can perceive and understand its essence in study and life practice. It provides personalized guidance and assistance to university graduates of different genders, single children and non-single children, and to those with different family incomes, so as to fully improve the degree of sense of self-efficacy of graduates, enhance their confidence in career decision-making, and build a more firm faith.

6.3 Strengthen Career Development Planning and Guide University Graduates to Innovate Their Career Decision-Making Ideas

Firstly, colleges and universities should strengthen the ideal education of career development for graduates, advocate and abide by the correct value orientation, and incorporate the core content of career development into classroom teaching, social practice and extracurricular cultural activities. Different guidance methods and career planning education should be adopted according to the situation of graduates with different genders, only children and non-only children, and different family incomes. Secondly, university graduates should be guided to combine national interests,

social needs and their own development, fully realizing that contributing to society is to realize self-value, embracing flexible career decision-making ideas, and guiding graduates to face the grassroots by serving the local, and delivering the correct direction of career development. Help graduates to really realize that facing the grass-roots, western, less developed areas of employment is their own ambition, career achievement, and career development of the best idea. In addition, graduates should strengthen the study of knowledge related to their career selection and career development, expand their career development vision, locate the target occupation, and innovate the career decision-making ideas.

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