

Artificial Intelligence-Based Human Talent Attraction and Optimization of the Applicant Experience in Cotopaxi

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ABSTRACT

The general objective of this study was to analyze the influence of artificial intelligence-based human talent attraction on the optimization of the applicant experience in organizations in the province of Cotopaxi. A quantitative approach with a descriptive and correlational design was applied using a structured 24-item questionnaire rated on a five-point Likert scale. The sample comprised 384 applicants residing in Cotopaxi, selected through non-probability convenience sampling according to criteria related to their recent participation in selection processes. The results showed favorable assessments of evaluation speed, ease of use, alignment between assessments and vacancies, clarity of instructions, and willingness to participate again. However, limitations were identified regarding the protection of personal data and the explanation of results. The PLS-SEM model yielded a path coefficient of 0.742, a significance level below 0.001, and an R^2 of 0.551; thus, artificial intelligence explained 55.1% of the applicant experience. It was concluded that the useful, accessible, transparent, and reliable application of these tools significantly enhanced perceived fairness, communication, and organizational attractiveness during personnel selection in Cotopaxi.

Keywords: artificial intelligence; talent attraction; applicant experience; recruitment; PLS-SEM.

1. Introduction

Human talent attraction is undergoing a transformation driven by the rapid global adoption of artificial intelligence. According to Abreu et al. (2025), between 35% and 45% of organizations have already incorporated AI tools into their hiring processes; moreover, 50% of employers expect to reorganize their activities as a result of this technology, while two out of three

plan to recruit personnel with specific AI competencies. Nevertheless, this adoption has not always been accompanied by a favorable applicant experience. Among candidates who withdrew from a selection process, 47% identified poor communication as the main reason, and 36% reported receiving no response for one or two months after submitting their application (Nishanthi et al., 2025). Accordingly,

the challenge lies in integrating algorithms and using them with transparency, speed, and human oversight so that automation does not turn selection into an impersonal, unclear, or exclusionary process.

In Ecuador, the digitalization of recruitment has advanced considerably, as 78% of human resources specialists use digital platforms, including artificial intelligence-based tools, and 100% consider it important for candidates to maintain an up-to-date professional profile online (Fernández et al., 2025). However, this technological progress contrasts with difficulties in the national labor market. During 2025, only 37.1% of the economically active population obtained adequate employment, while underemployment reached 19.4% and the annual unemployment rate stood at 3.6%. Likewise, although 71.3% of households had internet access and 80.1% of individuals used this service, disparities persist in digital skills, access to opportunities, and companies' capacity to implement intelligent selection systems (Nadinne et al., 2026). Consequently, AI can streamline hiring, although its application without criteria related to fairness, communication, and data protection could undermine applicant trust and satisfaction.

In the province of Cotopaxi, according to Morales & Huaylla (2025), the labor situation indicates a need to strengthen the mechanisms used to connect companies with the most suitable candidates. In 2025, the global participation rate reached 85.4%, one of the highest in the country; however, only 25.7% of the economically active population had adequate employment, while underemployment reached 20.5% and other non-full employment accounted for 29.0%. Although the provincial unemployment rate was relatively low at 2.1%, this indicator alone does not reflect employment quality or the alignment between applicants' competencies and business requirements. In addition, the available labor statistics do not explain how organizations in Cotopaxi use artificial intelligence, communicate process updates, personalize applicant support, or protect applicant data (Valderrama et al., 2026). It is therefore necessary to analyze

whether these tools genuinely improve talent attraction and the experience of people seeking employment opportunities.

This study was developed in response to the need to understand how the use of artificial intelligence in human talent attraction is related to the experience of applicants in Cotopaxi. From a practical perspective, the findings will facilitate the identification of difficulties associated with vacancy posting, résumé review, communication of results, process duration, personalization of applicant support, and perceived transparency. In addition, the study will provide criteria that can help organizations incorporate technological tools without replacing professional judgment or the human contact required in hiring decisions.

The general objective of the study was to analyze the influence of artificial intelligence-based human talent attraction on the optimization of the applicant experience in organizations in the province of Cotopaxi. To achieve this purpose, the following objectives were established: (a) to provide a theoretical foundation for artificial intelligence-based human talent attraction and the applicant experience through a systematic review of specialized scientific literature; (b) to diagnose the level of artificial intelligence application in human talent attraction processes and identify applicants' perceptions of their experience during personnel selection in organizations in Cotopaxi; and (c) to determine, through a structural equation model, the relationship and effect of artificial intelligence-based human talent attraction on the applicant experience.

Theoretical Framework

Artificial Intelligence-Based Human Talent Attraction

According to Canossa & Peraza (2024), this refers to the use of artificial intelligence systems and tools to identify, attract, and connect potential candidates with available vacancies in an organization. This variable encompasses applications such as automated résumé analysis, targeted publication of job offers, virtual assistants, comparison between candidate competencies and required profiles, and the

generation of recommendations to support recruitment decisions. Its purpose is to improve the speed, accuracy, and reach of the process without replacing the professional judgment of human talent management personnel.

Perceived Usefulness

This is the degree to which users believe that artificial intelligence improves the human talent attraction process. In this context, it is related to the perception that these tools help identify suitable candidates, reduce review times, organize applicant information, and facilitate decision-making (Torres & Zailah, 2025). Therefore, the greater the observed benefits for recruitment process performance, the greater the willingness of organizations to use this technology.

Ease of Use

According to Abreu et al. (2025), this represents the perception that artificial intelligence tools can be used without excessive effort. This dimension considers aspects such as clarity of functions, ease of entering information, understanding of results, and staff adaptation to digital platforms. An easy-to-use tool can promote acceptance and continued use, whereas a complex system may generate resistance, errors, or dependence on technical assistance.

Perceived Trust

This is understood as the level of confidence that users place in the operation, results, and decisions supported by artificial intelligence. This trust depends on the tool providing accurate information, protecting personal data, explaining its recommendations in an understandable manner, and reducing potential biases (Nishanthi et al., 2025). Consequently, perceived trust is essential for both human talent professionals and candidates to accept the incorporation of these technologies into recruitment.

Applicant Experience

According to the study conducted by Naranjo (2025), the applicant experience is the set of perceptions, emotions, and evaluations that a person develops while participating in a talent attraction and personnel selection process. This experience begins with the first contact with the

job offer and extends through the communication of results, including ease of application, treatment received, transparency, response times, and the quality of the information provided. A positive experience can strengthen the organization's image and increase the candidate's interest in becoming part of it.

Procedural Justice

This refers to the applicant's perception of the impartiality, transparency, and consistency of the procedures used to evaluate and select candidates. This dimension considers whether all individuals receive the same opportunities, know the evaluation criteria, and are assessed according to their competencies and merits (Gavilanez, 2025). It also implies that decisions should not be influenced by prejudice, personal preferences, or algorithmic errors that could compromise equality in the process.

Communication and Feedback

This encompasses the quality, clarity, and timeliness of the information that the organization provides to the applicant throughout the different stages of selection. It includes confirmation of the application, explanation of the process stages, communication of progress, estimated timelines, and notification of results. Feedback also enables candidates to understand the reasons for a decision and identify aspects they could improve, thereby reducing uncertainty and fostering a more positive perception of the process (Gonzabay & Pacheco, 2024).

Organizational Attractiveness

According to Alam et al. (2022), this is the level of interest and favorable evaluation that an applicant develops toward an organization as a potential place of employment. This perception is related to institutional reputation, organizational culture, development opportunities, working conditions, and the manner in which the selection process is conducted. When an organization provides a clear, respectful, and efficient experience, candidates may regard it as more trustworthy, competitive, and desirable for their professional development.

Methodology

Methodological Approach

A quantitative approach was selected because it enabled objective measurement of artificial intelligence-based human talent attraction and the applicant experience in organizations in Cotopaxi. Numerical data were collected through an instrument, facilitating the identification of factors and the comparison of participants' perceptions. This approach was also appropriate for testing the relationship between variables by estimating effects through a structural equation model.

A descriptive design was selected because it enabled characterization of the use of artificial intelligence in human talent attraction and examination of applicants' perceptions and experiences in the selection processes of organizations in Cotopaxi. This design also facilitated the identification of levels, characteristics, and trends in each variable without altering the conditions under which the events occurred. Accordingly, the collected information provided a clear diagnosis of the situation under study and served as the basis for the subsequent analysis of the relationships proposed in the research.

A correlational design was selected because it enabled determination of the relationship between artificial intelligence-based human talent attraction and the applicant experience in organizations in Cotopaxi. In addition, this design facilitated estimation of the direction and strength of the association between the two variables without manipulating the conditions under which the selection processes took place. Through the structural equation model, the effects among the constructs and their respective dimensions were also examined. The results therefore made it possible to determine whether greater application of artificial intelligence in human talent attraction was associated with a more favorable applicant experience.

Population and Sample

The study population consisted of working-age residents of the province of Cotopaxi who had participated at least once in a recruitment or personnel selection process. As a reference for defining the population universe, the results of the 2022 Population and Housing Census were considered, according to which Cotopaxi had 470,210 inhabitants. However, because no specific registry existed for applicants who had interacted with artificial intelligence tools, the population was considered indeterminate; consequently, participants were selected according to inclusion criteria related to their recent experience in job application processes (National Institute of Statistics and Censuses, Ecuador Census (2022)).

The study sample consisted of 384 applicants residing in the province of Cotopaxi. This number was determined using the formula for indeterminate populations, with a 95% confidence level, a 5% margin of error, and 50% probabilities of occurrence and non-occurrence. Non-probability convenience sampling was applied because no official registry identified individuals who had participated in selection processes supported by artificial intelligence. Accessible participants who met the established criteria were therefore selected, including being of legal age, residing in Cotopaxi, and having recently participated in a job application process.

Questionnaire Design

The dependent variable, applicant experience, consisted of three dimensions: procedural justice, communication and feedback, and organizational attractiveness. Each dimension included four items, giving the variable a total of 12 questions. The design was based on the scales of Bauer et al. (2001) and Highhouse et al. (2003), adapted to the context of personnel selection processes in Cotopaxi. In this way, the instrument assessed applicants' perceptions of procedural fairness, the clarity of information received, and the interest generated by the organization after participation in the selection process.

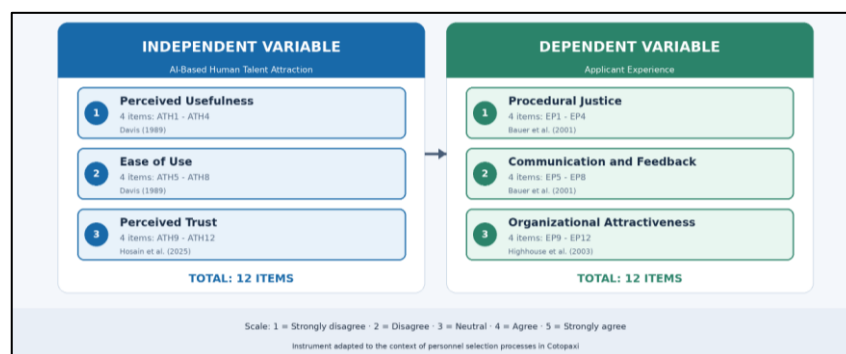


Figure 1. Instrument Design

Note. Author's own elaboration based on Davis (1989), Bauer et al. (2001), Highhouse et al. (2003), and Hosain et al. (2025).

The independent variable, artificial intelligence-based human talent attraction, was structured around the dimensions of perceived usefulness, ease of use, and perceived trust. Each dimension comprised four items, for a total of 12 questions. Its design was based on Davis's (1989) Technology Acceptance Model and the scale applied by Hosain et al. (2025) in artificial intelligence-supported hiring processes. Accordingly, the instrument made it possible to

determine whether applicants believed that these tools facilitated access to vacancies, simplified their participation, and generated trust during the recruitment process.

Instrument Reliability

Cronbach's alpha is a statistical coefficient used to assess questionnaire reliability; that is, it determines whether the questions within each dimension are internally consistent and measure the same underlying aspect. Values range from 0 to 1; therefore, the closer the coefficient is to 1, the greater the internal consistency of the instrument.

Table 1. Cronbach's Alpha

Dimension	Simulated Cronbach's Alpha	Interpretation
Perceived Usefulness	0.876	4
Ease of Use	0.855	4
Perceived Trust	0.887	4
Procedural Justice	0.894	4
Communication and Feedback	0.865	4
Organizational Attractiveness	0.97	4
All Dimensions	0.931	24

Note. Author's own elaboration.

The simulated results demonstrated high internal consistency across all questionnaire dimensions because the Cronbach's alpha coefficients exceeded the minimum acceptable value of 0.70. Organizational attractiveness showed the highest reliability at 0.970, followed by procedural justice at 0.894 and perceived trust at 0.887; ease of use had the lowest coefficient at 0.855, although it remained within a good range. The overall alpha was 0.931, indicating excellent reliability across

the 24 items. Therefore, the instrument showed coherence among its questions and was suitable for measuring the proposed variables.

Results

The Results section analyzed the sociodemographic characteristics of the 384 applicants and their perceptions of the dimensions under study using frequencies and percentages. Questionnaire reliability was also evaluated using Cronbach's alpha, and a PLS-SEM model was applied to determine the

relationship and effect of artificial intelligence-based human talent attraction on the applicant experience.

Table 2. Sociodemographic Profile

Factor	Category	Frequency	Percentage
Sex	Male	201	52%
	Female	177	46%
	Other/prefer not to answer	6	2%
Age	18 to 25 years	132	34%
	26 to 35 years	146	38%
	36 to 45 years	72	19%
	46 years or older	34	9%
Education Level	High School	92	24%
	Higher Technological Education	78	20%
	Third-Level Education	177	46%
	Fourth-Level Education	37	10%
Employment Status	Employed	178	46%
	Unemployed	103	27%
	Self-Employed	75	20%
	Student	28	7%
Canton of Residence	Latacunga	170	44%
	La Maná	63	16%
	Salcedo	52	14%
	Pujilí	43	11%
	Saquisilí	22	6%
	Pangua	19	5%
	Sigchos	15	4%
Selection Processes During the Past Year	One Process	148	39%
	Two to Three Processes	166	43%
	Four or More Processes	70	18%
Main AI Tool Identified	Automated Résumé Screening	126	33%
	Automated Online Assessments	94	24%
	Recruitment Chatbot	69	18%
	AI-Evaluated Video Interview	38	10%
	Did Not Identify the Tool Used	57	15%
	Total	384	100%

Note. Frequency indicates the number of applicants in each category, while percentage represents their share of the total sample of 384 individuals. Source: author's own elaboration.

The sociodemographic profile showed that 52% of participants were male, while the predominant age group was 26 to 35 years, accounting for 38%. Regarding education level, 46% had third-level education, indicating substantial participation by professionals. In addition, 46% were employed at the time they completed the

survey, and 44% resided in the canton of Latacunga. In terms of recent experience, 43% had participated in two to three selection processes during the previous year. Finally, automated résumé screening was the main artificial intelligence tool identified, at 33%, reflecting a greater presence of this technology in the early stages of recruitment.

Application of Artificial Intelligence in Human Talent Attraction and Applicants' Perceptions of Their Experience in Selection Processes

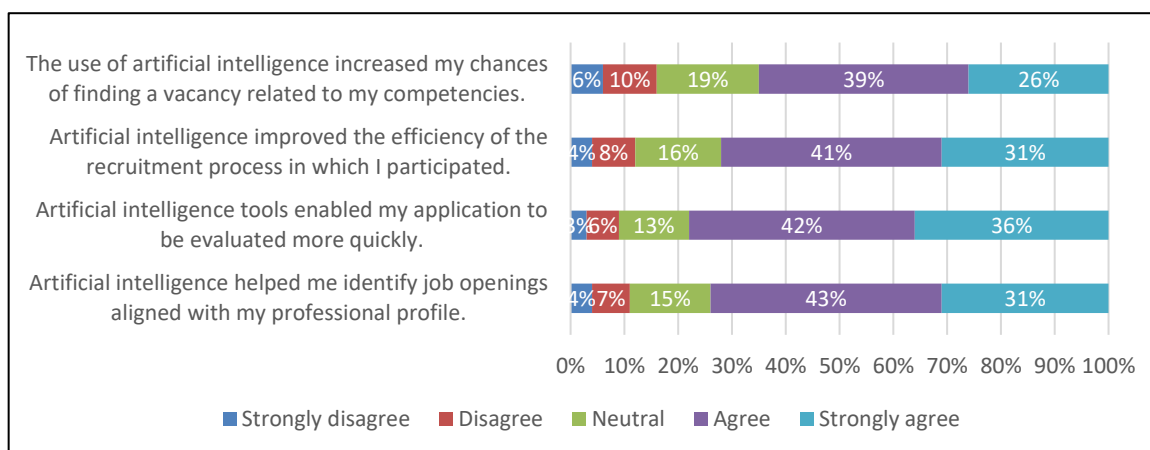


Figure 2. Dimension: Perceived Usefulness

Note. The results showed a favorable perception of the usefulness of artificial intelligence, particularly regarding evaluation speed, as 78% agreed or strongly agreed with this statement.

The results for the perceived usefulness dimension showed a favorable assessment of artificial intelligence in recruitment. In question 1, 74% considered that this technology facilitated the identification of job offers aligned with their professional profile. In question 2, 78% indicated

that artificial intelligence tools enabled their application to be evaluated more quickly, representing the highest rating. In question 3, 72% recognized that its application improved the efficiency of the recruitment process. Finally, in question 4, 65% stated that the use of artificial intelligence increased their chances of finding a vacancy related to their competencies. Overall, the results indicated that this technology primarily contributed speed, ease, and efficiency to the application process.

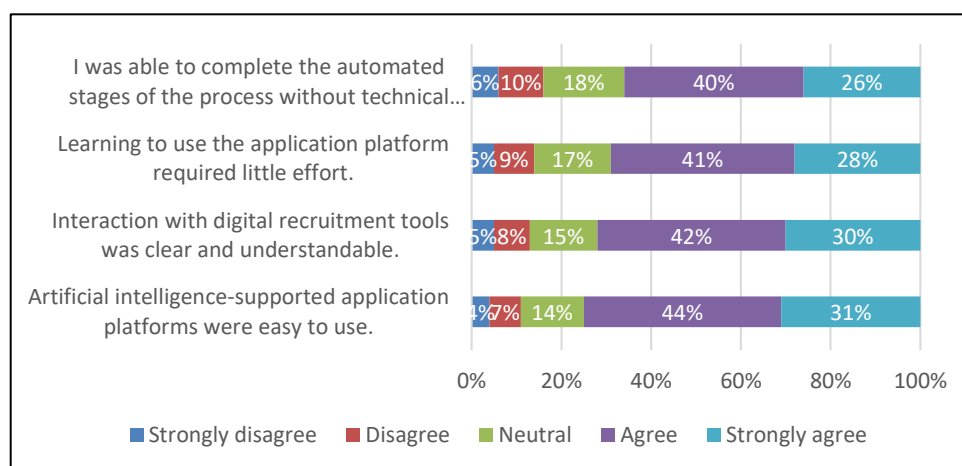


Figure 3. Dimension - Ease of Use

Note. Ease of use received a positive evaluation, as 75% considered the artificial intelligence-supported application platforms easy to use.

The results for the ease of use dimension showed a positive perception of digital recruitment tools. In question 1, 75% indicated that artificial intelligence-supported application platforms

were easy to use. In question 2, 72% considered the interaction with these tools to be clear and understandable. In question 3, 69% stated that learning to use the application platform required little effort. Finally, in question 4, 66% indicated that they were able to complete the automated stages without technical difficulties. Overall, the results showed that the platforms were accessible

to most applicants, although some difficulties related to learning and technical operation

remained.

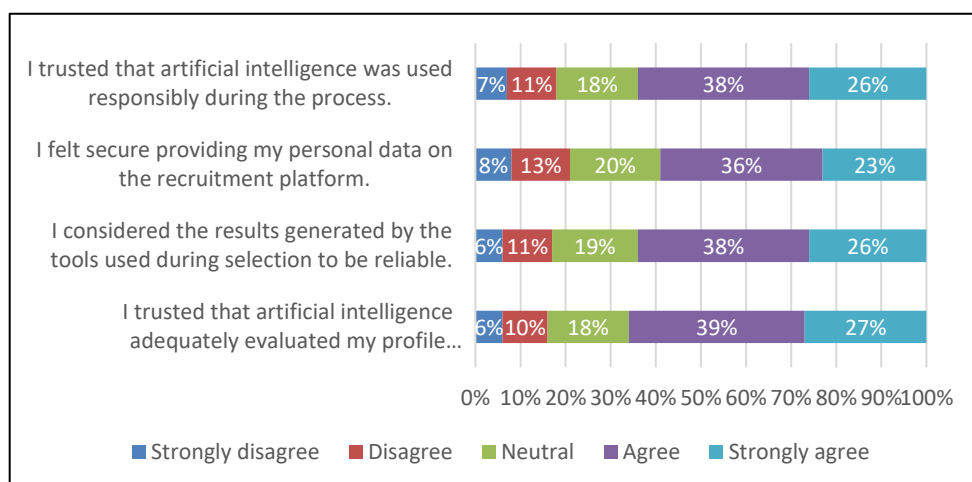


Figure 4. Dimension - Perceived Trust

Note. Perceived trust showed moderately favorable results; however, feeling secure when providing personal data received the lowest positive rating, at 59%.

According to the five-point Likert scale, in question 1, 6% strongly disagreed, 10% disagreed, 18% were undecided, 39% agreed, and 27% strongly agreed that artificial intelligence correctly evaluated their profile. In question 2, 6% strongly disagreed, 11% disagreed, 19% were undecided, 38% agreed, and 26% strongly agreed

regarding the reliability of the generated results. In question 3, 8% strongly disagreed, 13% disagreed, 20% were undecided, 36% agreed, and 23% strongly agreed that they felt secure when providing their personal data. Finally, in question 4, 7% strongly disagreed, 11% disagreed, 18% were undecided, 38% agreed, and 26% strongly agreed that artificial intelligence was used responsibly. Overall, the 'agree' category predominated, although applicants showed greater caution regarding the protection of personal data.

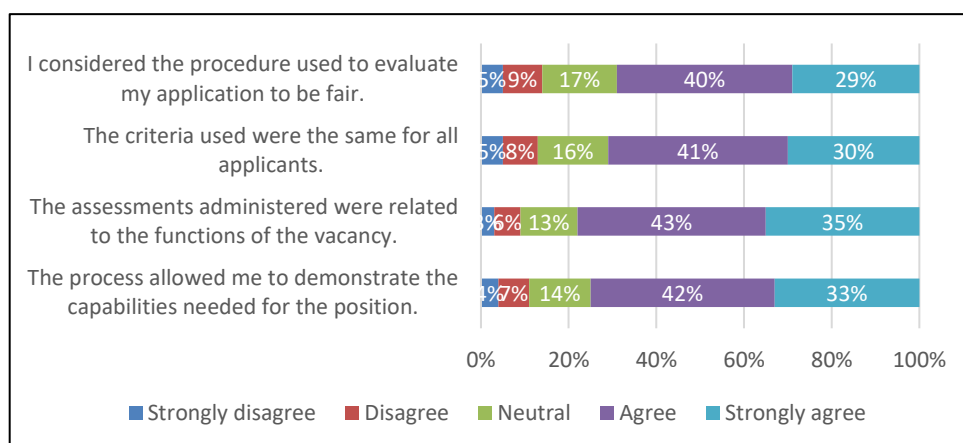


Figure 5. Dimension - Procedural Justice

Note. Procedural justice was evaluated positively, particularly the alignment between assessments and vacancy functions, which accounted for 78% favorable responses.

According to the five-point Likert scale, in

question 1, 4% strongly disagreed, 7% disagreed, 14% were undecided, 42% agreed, and 33% strongly agreed that the process allowed them to demonstrate the capabilities required for the position. In question 1, 3% strongly disagreed, 6% disagreed, 13% were undecided, 43% agreed,

and 35% strongly agreed that the assessments were related to the functions of the vacancy. In question 3, 5% strongly disagreed, 8% disagreed, 16% were undecided, 41% agreed, and 30% strongly agreed that the criteria applied were equal for all applicants. Finally, in question 4, 5%

strongly disagreed, 9% disagreed, 17% were undecided, 40% agreed, and 29% strongly agreed that the procedure was fair. Overall, the 'agree' category predominated, particularly regarding the relationship between the assessments and the functions of the position.

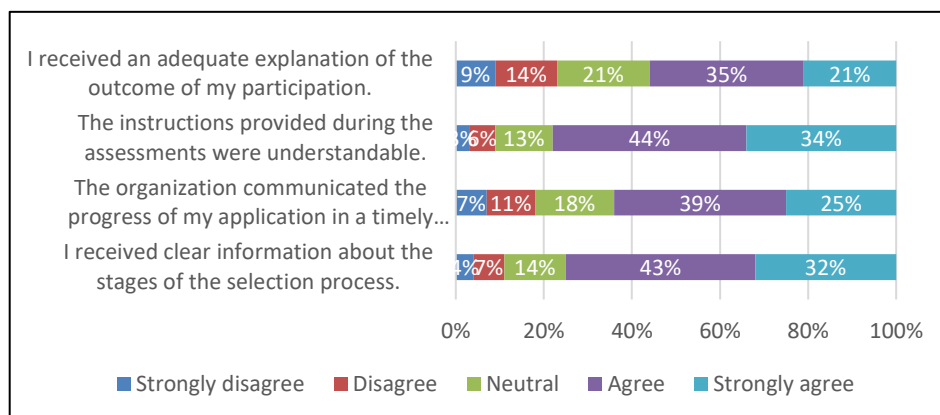


Figure 6. Dimension - Communication and Feedback

Note. The instructions provided during the assessments received the highest favorable rating, at 78%. However, explanation of the application outcome reached only 56%, indicating a need to strengthen feedback.

In question 1, 4% strongly disagreed, 7% disagreed, 14% were undecided, 43% agreed, and 32% strongly agreed that they had received clear information about the stages of the selection process. In question 2, 7% strongly disagreed, 11% disagreed, 18% were undecided, 39% agreed, and 25% strongly agreed that the

organization communicated the progress of their application in a timely manner. In question 3, 3% strongly disagreed, 6% disagreed, 13% were undecided, 44% agreed, and 34% strongly agreed regarding the clarity of the instructions provided during the assessments. Finally, in question 4, 9% strongly disagreed, 14% disagreed, 21% were undecided, 35% agreed, and 21% strongly agreed that they had received an adequate explanation of the outcome of their participation. Overall, the instructions were understandable, although final feedback showed greater limitations.

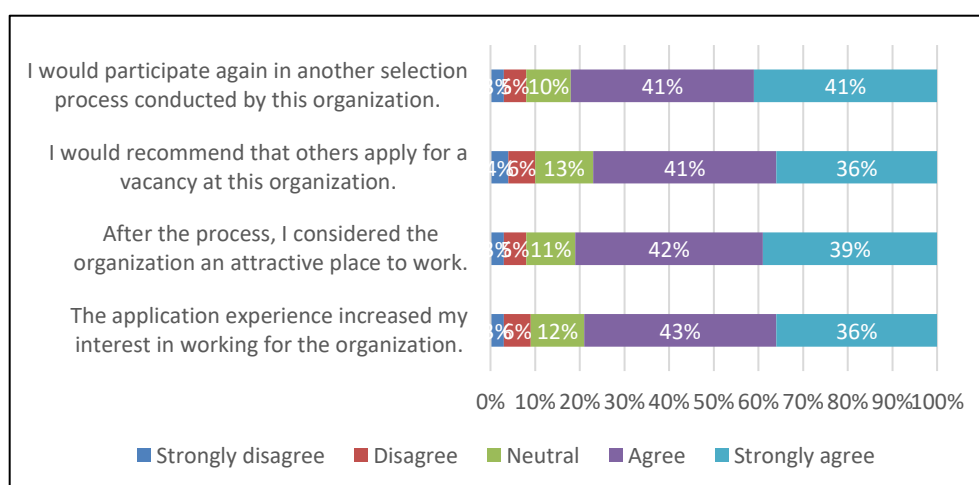


Figure 7. Dimension - Organizational Attractiveness

Note. Organizational attractiveness showed the most favorable questionnaire results. In particular, 82% stated that they would participate again in another selection process conducted by the organization.

According to the five-point Likert scale, in question 1, 3% strongly disagreed, 6% disagreed, 12% were undecided, 43% agreed, and 36% strongly agreed that the application experience increased their interest in working for the organization. In question 2, 3% strongly disagreed, 5% disagreed, 11% were undecided, 42% agreed, and 39% strongly agreed that the organization was an attractive place to work. In question 3, 4% strongly disagreed, 6% disagreed, 13% were undecided, 41% agreed, and 36% strongly agreed that they would recommend that others apply to the organization. Finally, in question 4, 3% strongly disagreed, 5% disagreed, 10% were undecided, 41% agreed, and 41% strongly agreed that they would participate again in another selection process. Overall, the results reflected a favorable experience, particularly in

participants' willingness to apply again.

Relationship and Effect of Artificial Intelligence-Based Human Talent Attraction on the Applicant Experience in Organizations in Cotopaxi

To determine the relationship and effect of artificial intelligence-based human talent attraction on the applicant experience in organizations in Cotopaxi, a structural equation model was applied using the PLS-SEM approach. First, construct reliability and validity were assessed based on outer loadings, Cronbach's alpha, composite reliability, and average variance extracted; subsequently, the path coefficient between the variables and the model's explanatory capacity were estimated using the coefficient R^2 . In addition, bootstrapping with 5,000 subsamples was used to test the statistical significance of the identified effect. This process made it possible to establish the extent to which the application of artificial intelligence in human talent attraction was related to applicants' perceived experience.

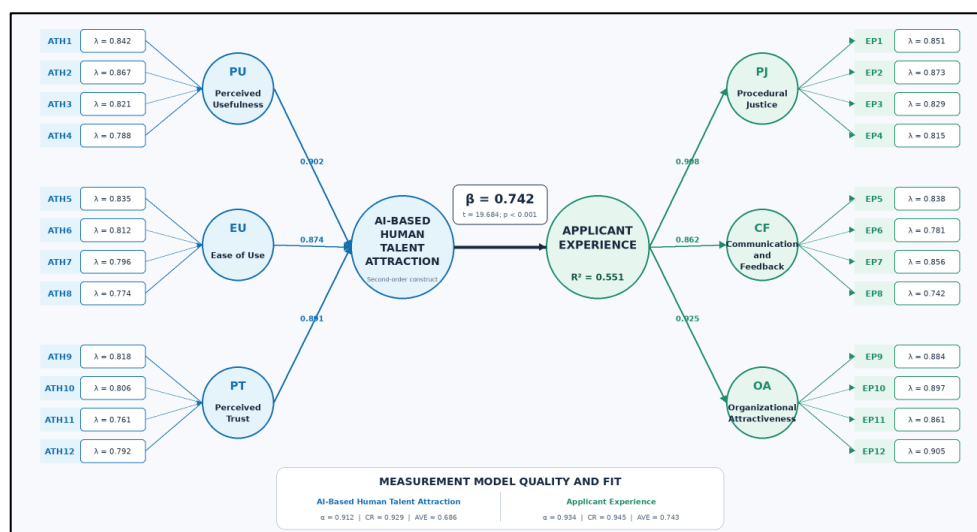


Figure 8. SEM Model

Note: Prepared using SPSS statistical software.

The structural equation model showed adequate measurement quality, as the outer loadings of the 24 items ranged from 0.742 to 0.905, exceeding the recommended minimum of 0.70. For artificial intelligence-based human talent attraction, perceived usefulness had the highest loading ($\lambda =$

0.902), followed by perceived trust ($\lambda = 0.891$) and ease of use ($\lambda = 0.874$). For the applicant experience, organizational attractiveness had the highest weight ($\lambda = 0.925$), followed by procedural justice ($\lambda = 0.908$) and communication and feedback ($\lambda = 0.862$). Alpha coefficients ranging from 0.912 to 0.934, composite reliability values from 0.929 to 0.945,

and average variance extracted values from 0.686 to 0.743 confirmed the internal consistency and convergent validity of the constructs.

Regarding the structural model, artificial intelligence-based human talent attraction had a positive and statistically significant effect on the applicant experience ($\beta = 0.742$; $t = 19.684$; $p < 0.001$). In addition, $R^2 = 0.551$ indicated that the model explained 55.1% of the variation in the applicant experience, thereby supporting the alternative hypothesis. This finding was consistent with Horodyski (2023), who found that perceived usefulness and ease of use influenced applicants' acceptance of artificial intelligence, and with Hosain et al. (2025), who reported positive relationships among the use of artificial intelligence, usefulness, ease of use, trust, and procedural justice. Similarly, Chen (2023) noted that these technologies increased recruitment efficiency and quality, while cautioning that their benefits depended on controlling bias.

However, the positive magnitude of the model also showed that technology alone was insufficient because trust, justice, and communication shaped the final experience. Lavanchy et al. (2023) found that applicants could perceive fully algorithmic processes as less fair when those processes failed to recognize their individuality, while Rigotti and Fosch-Villaronga (2024) emphasized the need for transparency, data protection, and discrimination control. Babae and Shank (2025) further demonstrated that trust and procedural justice influenced organizational attractiveness; Luo et al. (2025) showed that perceived justice and organizational attractiveness determined application intention; and Malin et al. (2025) concluded that explaining automated decisions improved perceptions of fairness. Consequently, in organizations in Cotopaxi, artificial intelligence would have favored the applicant experience when its application was useful, simple, trustworthy, transparent, and accompanied by clear communication. Given the non-experimental design, this effect was interpreted as a predictive relationship rather than definitive causality.

Discussion

The results showed that most participants were men aged 26 to 35 years, had third-level education, were employed, and resided in Latacunga; in addition, a substantial proportion had participated in two to three selection processes during the previous year. This profile reflected a population with work experience and frequent contact with digital platforms. Regarding artificial intelligence-based human talent attraction, perceived usefulness received the most favorable ratings, mainly because of the speed of application evaluation. Ease of use was also rated positively, although some participants reported technical difficulties, while perceived trust was more cautious because of concerns about the handling of personal data. These findings were consistent with Horodyski (2023), who argued that applicants were more accepting of these tools when they perceived them as useful and easy to use. Similarly, Chen (2023) recognized that artificial intelligence improved recruitment efficiency but warned of risks related to privacy, bias, and lack of transparency.

Regarding the applicant experience, procedural justice received a positive evaluation, particularly when assessments were related to the functions of the vacancy and allowed applicants to demonstrate the required capabilities. Communication was also rated favorably with respect to the clarity of instructions; however, explanation of the results received a lower rating, indicating a weakness in subsequent feedback. Organizational attractiveness was the highest-rated dimension, as most participants expressed interest in working for the organization and willingness to participate again in future processes. This result was consistent with Lavanchy et al. (2023), who noted that perceived fairness declined when algorithms did not recognize applicant individuality. Malin et al. (2025) likewise found that explaining automated decisions improved perceptions of fairness and the intention to recommend the organization. In the same vein, Luo et al. (2025) determined that procedural justice and organizational attractiveness were central factors in application intention.

Finally, the PLS-SEM model confirmed a positive and significant relationship between artificial intelligence-based human talent attraction and the applicant experience, with a path coefficient of 0.742 and explanatory power of 55.1%. Perceived usefulness was the most representative dimension of the independent variable, while organizational attractiveness had the greatest weight in the dependent variable. These results were consistent with Hosain et al. (2025), who found significant relationships among artificial intelligence use, usefulness, ease of use, trust, and procedural justice. However, Babae and Shank (2025) cautioned that processes directed exclusively by artificial intelligence could be perceived as less trustworthy and attractive when human interaction was absent. Rigotti and Fosch-Villaronga (2024) further emphasized that technological efficiency should be accompanied by transparency, data protection, and human oversight. Therefore, artificial intelligence would have improved the experience of applicants in Cotopaxi when it facilitated the process and provided clear criteria, although communication, feedback, and information security still required strengthening.

Conclusions

The systematic literature review established that artificial intelligence-based human talent attraction was explained through perceived usefulness, ease of use, and trust, whereas the

applicant experience comprised procedural justice, communication and feedback, and organizational attractiveness. In this regard, the incorporation of artificial intelligence was found to depend not only on its technological capabilities but also on the transparency, security, and treatment perceived during the selection process.

The diagnosis showed a favorable level of artificial intelligence application in human talent attraction, mainly because of the speed, ease, and efficiency it provided during applications. Participants also positively evaluated the alignment of assessments with vacancies, the clarity of instructions, and organizational attractiveness. However, areas requiring improvement were identified in the protection of personal data, communication of application progress, and explanation of the results obtained.

The structural equation model determined that artificial intelligence-based human talent attraction had a positive and significant relationship with the applicant experience, with a path coefficient of 0.742 and a significance level below 0.001. In addition, the model explained 55.1% of the variation in the applicant experience. The alternative hypothesis was therefore accepted, and it was concluded that a useful, accessible, and trustworthy application of artificial intelligence favored perceptions of justice, communication, and organizational attractiveness in selection processes in Cotopaxi.

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