

## Abstract

This study examined the influence of spare parts availability strategy on organizational performance among licensed motor vehicle assemblers in Kenya. The study adopted a descriptive research design targeting 110 employees across four licensed assemblers, achieving an 88.18% response rate (97 respondents). Data were collected using structured Likert-scale questionnaires and analyzed using descriptive statistics and multiple regression analysis. The findings indicate that spare parts availability strategy had a weak and statistically insignificant relationship with organizational performance ( $R = .086$ ,  $R^2 = .007$ ,  $p = .403$ ). The model explained only 0.7% of the variance in organizational performance, suggesting that spare parts availability alone does not significantly predict performance outcomes within the sector. The study concludes that while spare parts management remains operationally important, it does not independently drive organizational performance. The findings recommend integrated strategic alignment of spare parts systems with broader organizational capabilities such as forecasting accuracy, digital integration, and supply chain coordination to enhance performance outcomes.