***ABSTRACT***

*The background of this research issue is the difficulty in determining the optimal level of cash holding to keep the firm's business activities. This study investigates how different stages in a firm's life cycle and Corporate Social Responsibility affect their cash holding decisions and the role of geographical diversification as a moderating variable.*

*The method used in this research is a quantitative approach. The data used are secondary data from manufacturing companies listed on the Indonesia Stock Exchange for the period 2013-2017. Sampling using a purposive sampling technique, 185 companies were selected as samples. Data were analyzed using the MRA (Moderated Regression Analysis) analysis method.*

*The research result shows that the firm's life cycle in the introduction phase has negative significant effect on cash holding, the firm's life cycle in the growth phase has no significant effect on cash holding, the firm's life cycle in the matured phase has no significant effect on cash holding, the firm's life cycle in the decrease phase has no significant effect on cash holding. Geographical diversification no significantly moderates the relationship between the firm's life cycle in the growth phase and cash holding. Geographical diversification significantly moderates the relationship between CSR and cash holding.*

***Keyword**: Cash holding, firm's life cycle, corporate social responsibility, geographical diversification.*

.