

LAMPIRAN

Source code Login

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>Login - Loyalitas Pelanggan</title>
  <link rel="stylesheet" href="css/style.css">
  <style>
    /* Form login styling */
    .content {
      display: flex;
      flex-direction: column;
      align-items: center;
      justify-content: center;
      background-color: #fff;
      padding: 30px;
      border-radius: 10px;
      box-shadow: 0 4px 8px rgba(0, 0, 0, 0.2);
      width: 350px;
      margin: auto;
      margin-top: 50px;
    }
    .content h2 {
      margin-bottom: 20px;
      text-align: center;
      font-size: 24px;
      color: #333;
    }
    .content input[type="text"],
    .content input[type="password"] {
      width: 100%;
      padding: 12px;
      margin: 10px 0;
      border: 1px solid #ddd;
      border-radius: 5px;
    }
```

```
        font-size: 16px;
    }
    .content input[type="submit"] {
        background-color: #007BFF;
        color: white;
        border: none;
        padding: 12px;
        border-radius: 5px;
        font-size: 16px;
        cursor: pointer;
        transition: background-color 0.3s ease;
    }
    .content input[type="submit"]:hover {
        background-color: #0056b3;
    }
    /* Modal styling */
    .modal {
        display: none;
        position: fixed;
        z-index: 9999;
        left: 0;
        top: 0;
        width: 100%;
        height: 100%;
        overflow: auto;
        background-color: rgba(0, 0, 0, 0.5);
        animation: fadeIn 0.3s;
    }
    .modal-content {
        background-color: #fff;
        margin: 15% auto;
        padding: 20px;
        border-radius: 10px;
        text-align: center;
        width: 30%;
        box-shadow: 0 4px 8px rgba(0, 0, 0, 0.2);
        animation: slideIn 0.3s;
    }
    .modal-header {
        font-size: 18px;
        font-weight: bold;
        margin-bottom: 10px;
        color: #333;
    }
```

```

    }
    .modal-body {
        font-size: 16px;
        color: #555;
        margin-bottom: 20px;
    }
    .modal-footer{
        display: flex;
        justify-content: center;
    }

    .modal-footer button {
        padding: 10px 20px;
        font-size: 16px;
        cursor: pointer;
        border: none;
        border-radius: 5px;
        background-color: #007BFF;
        color: white;
        transition: background-color 0.3s ease;
    }
    .modal-footer button:hover {
        background-color: #0056b3;
    }
    /* Animations */
    @keyframes fadeIn {
        from {
            opacity: 0;
        }
        to {
            opacity: 1;
        }
    }
    @keyframes slideIn {
        from {
            transform: translateY(-50px);
        }
        to {
            transform: translateY(0);
        }
    }
</style>
</head>

```

```

<body>
    <div class="header" style="display:flex; justify-
content:center; background-color:#fff">
        
        <h2>SISTEM SEGMENTASI LOYALITAS <br> PELANGGAN CV. KARYA
DUTA</h2>
    </div>

    <div class="content">
        <h2>Login</h2>
        <form id="loginForm" onsubmit="validateLogin(event)">
            <input type="text" name="username" placeholder="Nama
Pengguna" required>
                <input type="password" name="password"
placeholder="Kata Sandi" required>
                <input type="submit" value="Masuk">
            </form>
        </div>

        <!-- Modal untuk notifikasi -->
        <div id="popupModal" class="modal">
            <div class="modal-content">
                <div class="modal-header">Notifikasi</div>
                <div class="modal-body">
                    <p id="modalMessage">Pesan akan muncul di sini.</p>
                </div>
                <div class="modal-footer">

                    <button id="closeModalButton">Tutup</button>
                </div>
            </div>
        </div>

        <script>
            function validateLogin(event) {
                event.preventDefault();

                const formData = new
FormData(document.getElementById("loginForm"));
                fetch("/process/login.php", {
                    method: "POST",
                    body: formData,

```

```

    })
    .then(response => response.json())
    .then(data => {
        const modal = document.getElementById("popupModal");
        const modalMessage =
document.getElementById("modalMessage");
        const closeModalButton =
document.getElementById("closeModalButton");

        if (data.success) {
            // Jika login berhasil
            modalMessage.textContent = "Login berhasil!
Mengarahkan ke dashboard...";
            closeModalButton.style.display = "none"; //
Sembunyikan tombol "Tutup"
            modal.style.display = "block";
            setTimeout(() => {
                window.location.href = "/index.php";
            }, 2000); // Redirect setelah 2 detik
        } else {
            // Jika login gagal
            modalMessage.textContent = data.message;
            closeModalButton.style.display = "block"; // Tampilkan
tombol "Tutup"
            modal.style.display = "block";
        }
    })
    .catch(error => {
        console.error("Error:", error);
    });
}

// Tutup modal jika tombol "Tutup" diklik
document.getElementById("closeModalButton").onclick = function
() {
    document.getElementById("popupModal").style.display = "none";
};

// Tutup modal jika klik di luar modal
window.onclick = function (event) {
    const modal = document.getElementById("popupModal");
    if (event.target == modal) {
        modal.style.display = "none";
    }
}

```

```

    }
};

</script>
</body>
</html>

```

Source code Dashboard

```

<?php
require './func/database.php';
session_start();

if (!isset($_SESSION['user_id'])) {
    header("Location: login.php");
    exit();
}

?>
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-
scale=1.0">
    <title>Dashboard - Loyalitas Pelanggan</title>
    <link rel="stylesheet" href="css/style.css">
    <style>
        /* Modal Styling */
        .modal {
            display: none;
            position: fixed;
            z-index: 9999;
            left: 0;
            top: 0;
            width: 100%;
            height: 100%;
            overflow: auto;
            background-color: rgba(0, 0, 0, 0.5);
        }
        .header{

```

```
        background-color: #fff;
    }
    .logo{
        display: flex;
        align-items: center;
    }
    .modal-content {
        background-color: #fff;
        margin: 10% auto;
        padding: 20px;
        border: 1px solid #888;
        width: 50%;
        text-align: center;
        border-radius: 10px;
    }
    .modal-header {
        font-size: 18px;
        font-weight: bold;
    }
    .modal-footer {
        display: flex;
        justify-content: center;
        gap: 10px;
    }
    .modal-footer button {
        padding: 10px 20px;
        font-size: 16px;
        cursor: pointer;
        border: none;
        border-radius: 5px;
        background-color: #007BFF;
        color: white;
    }
    .modal-footer button:hover {
        background-color: #0056b3;
    }
    .close {
        color: #aaa;
        font-size: 24px;
        font-weight: bold;
        position: absolute;
        right: 20px;
        top: 10px;
```

```
        cursor: pointer;
    }
    .close:hover {
        color: #000;
    }
    .logo{
        display: flex;
        align-items: center;
    }

    /* Style untuk modal logout */
    .modal {
        display: none;
        position: fixed;
        z-index: 1;
        left: 0;
        top: 0;
        width: 100%;
        height: 100%;
        overflow: auto;
        background-color: rgba(0, 0, 0, 0.4);
    }

    .modal-content {
        background-color: white;
        margin: 15% auto;
        padding: 20px;
        border-radius: 8px;
        width: 300px;
    }

    .modal-header {
        font-size: 18px;
        font-weight: bold;
        margin-bottom: 10px;
    }

    .modal-body {
        font-size: 14px;
        margin-bottom: 20px;
    }

    .modal-footer {
```

```

        text-align: center;
    }

    .modal-btn {
        background-color: #4CAF50;
        color: white;
        padding: 10px 20px;
        margin: 5px;
        border: none;
        border-radius: 5px;
        cursor: pointer;
        font-size: 14px;
    }

    .modal-btn:hover {
        background-color: #45a049;
    }

    #closeModalButton {
        background-color: #f44336;
    }

    #closeModalButton:hover {
        background-color: #e53935;
    }
</style>
</head>
<body>
<div class="header">
    <div class="logo">
        
        <h2>SISTEM SEGMENTASI LOYALITAS <br> PELANGGAN CV.
KARYA DUTA</h2>
    </div>
    <div class="">
        <div class="user-icon">
            <a href="#" id="logoutLink">🔒 </a>
        </div>
    </div>
</div>

<!-- Modal untuk konfirmasi logout -->

```

```

<div id="logoutModal" class="modal">
  <div class="modal-content">
    <div class="modal-header">Konfirmasi Logout</div>
    <div class="modal-body">
      <p>Apakah Anda yakin ingin logout?</p>
    </div>
    <div class="modal-footer">
      <button id="logoutButton" class="modal-
btn">Ya</button>
      <button id="closeModalButton" class="modal-
btn">Tidak</button>
    </div>
  </div>
</div>

<div class="navbar">
  <a href="index.php" class="active">DASHBOARD</a>
  <a href="input.php" id="inputLink">INPUT DATA</a>
  <a href="calc.php" id="calcLink">SEGMENTASI LOYALITAS
PELANGGAN</a>
  <a href="panduan.php">PANDUAN</a>
</div>

<!-- Modal Structure for segment not selected -->
<div id="segmentModal" class="modal">
  <div class="modal-content">
    <span id="closeSegmentModal"
class="close">&times;</span>
    <div class="modal-header">Notifikasi</div>
    <div class="modal-body">
      <p>Anda belum memilih segment. Silakan pilih
segment terlebih dahulu atau tambahkan segment baru.</p>
    </div>
    <div class="modal-footer">
      <button id="closeSegmentModalBtn" class="modal-
btn">Tutup</button>
    </div>
  </div>
</div>

<div class="content">
  <div class="segment">
    <h2>PERHITUNGAN SEGMENT BARU</h2>

```

```

        <button id="openModal" class="add-button">+</button>
    </div>

    <!-- Modal Structure -->
    <div id="myModal" class="modal">
        <div class="modal-content">
            <span class="close">&times;</span>
            <h2>Input Data Segment</h2>
            <form action="/process/add-segment.php"
method="POST">
                <div class="form-group">
                    <label for="nama">Nama Segment:</label>
                    <input type="text" id="nama" name="nama"
required>

                        <label for="transaction_date">Tanggal
Transaksi:</label>
                        <input type="date" id="transaction_date"
name="transaction_date" required>
                        <label for="end_date">Tanggal Akhir
Transaksi:</label>
                        <input type="date" id="end_date"
name="end_date" required>

                <div class="modal-footer">
                    <button type="submit" class="modal-
btn">Tambahkan</button>

                                <button type="button"
id="cancelInputModal" class="modal-btn">Batal</button>
                </div>
            </div>
        </form>
    </div>
</div>

<?php
    $sql = "SELECT * FROM segment ORDER BY id DESC";
    $result = $conn->query($sql);

    if ($result->num_rows > 0) {
        while($row = $result->fetch_assoc()) {
            echo '
            <div class="segment">
                <h2>'. $row["nama"] .'</h2>

```

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                <p style="padding: 10px;">Periode '.
date("d F Y", strtotime($row["start_date"])) .' - '. date("d F
Y", strtotime($row["end_date"])) .'</p>
                <div class="button-group">
                    <a href="calc.php?id_segment='. $row["id"]
.'"> <button class="edit-button">EDIT </button></a>
                    <a href="/process/delete-
segment.php?id_segment='. $row["id"] ."'"> <button class="delete-
button">HAPUS</button></a>
                </div>
            </div>
        ';
    }
    } else {
        echo "";
    }
?>
</div>

<script>
    // Modal untuk segment yang belum dipilih
    // Get the modal
var modal = document.getElementById("myModal");

// Get the button that opens the modal
var btn = document.getElementById("openModal");

// Get the <span> element that closes the modal
var span = document.getElementsByClassName("close")[0];

// When the user clicks the button, open the modal
btn.onclick = function() {
    modal.style.display = "block";
}

// When the user clicks on <span> (x), close the modal
span.onclick = function() {
    modal.style.display = "none";
}

// When the user clicks anywhere outside of the modal, close it
window.onclick = function(event) {
    if (event.target == modal) {

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```

        modal.style.display = "none";
    }
}

const segmentModal =
document.getElementById("segmentModal");
const closeSegmentModal =
document.getElementById("closeSegmentModal");
const closeSegmentModalBtn =
document.getElementById("closeSegmentModalBtn");
const inputLink = document.getElementById("inputLink");
const calcLink = document.getElementById("calcLink");
const idSegment = <?=json_encode($_GET['id_segment']) ??
null); ?>;

// Menambahkan event listener untuk membuka modal jika
segment belum dipilih
[inputLink, calcLink].forEach(link => {
    link.addEventListener("click", function (e) {
        if (!idSegment) {
            e.preventDefault();
            segmentModal.style.display = "block";
        }
    });
});

// Menutup modal segment jika klik "x" atau tombol tutup
closeSegmentModal.addEventListener("click", function ()
{
    segmentModal.style.display = "none";
});
closeSegmentModalBtn.addEventListener("click", function
() {
    segmentModal.style.display = "none";
});

// Menutup modal segment jika klik di luar modal
window.onclick = function(event) {
    if (event.target == segmentModal) {
        segmentModal.style.display = "none";
    }
};

// Modal untuk konfirmasi logout

```

```

const logoutModal =
document.getElementById("logoutModal");
const logoutLink = document.getElementById("logoutLink");
const closeModalButton =
document.getElementById("closeModalButton");
const logoutButton =
document.getElementById("logoutButton");

// Menampilkan modal konfirmasi logout
logoutLink.onclick = function(e) {
    e.preventDefault();
    logoutModal.style.display = "block";
};

// Menutup modal jika tombol "Tidak" diklik
closeModalButton.onclick = function() {
    logoutModal.style.display = "none";
};

// Logout jika tombol "Ya" diklik
logoutButton.onclick = function() {
    window.location.href = '/process/logout.php';
};

// Menutup modal logout jika klik di luar modal
window.onclick = function(event) {
    if (event.target == logoutModal) {
        logoutModal.style.display = "none";
    }
};

// Modal Input Segment
const cancelInputModal =
document.getElementById("cancelInputModal");

// Tutup modal saat tombol "Batal" diklik
cancelInputModal.addEventListener("click", () => {
    modal.style.display = "none";
});

</script>

</body>
</html>

```

Source code Panduan

```
<?php
session_start();

if (!isset($_SESSION['user_id'])) {
    header("Location: login.php");
    exit();
}
?>
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-
scale=1.0">
    <title>Dashboard - Loyalitas Pelanggan</title>
    <link rel="stylesheet" href="css/style.css">
    <style>
        /* Modal Styling */
        .modal {
            display: none;
            position: fixed;
            z-index: 9999;
            left: 0;
            top: 0;
            width: 100%;
            height: 100%;
            overflow: auto;
            background-color: rgba(0, 0, 0, 0.5);
        }
        .header{
            background-color: #fff;
        }
        .logo{
            display: flex;
            align-items: center;
        }
        .modal-content {
```

```

        background-color: #fff;
        margin: 10% auto;
        padding: 20px;
        border: 1px solid #888;
        width: 50%;
        text-align: center;
        border-radius: 10px;
    }
    .modal-header {
        font-size: 18px;
        font-weight: bold;
    }
    .modal-footer {
        display: flex;
        justify-content: center;
        gap: 10px;
    }
    .modal-footer button {
        padding: 10px 20px;
        font-size: 16px;
        cursor: pointer;
        border: none;
        border-radius: 5px;
        background-color: #007BFF;
        color: white;
    }
    .modal-footer button:hover {
        background-color: #0056b3;
    }
    .close {
        color: #aaa;
        font-size: 24px;
        font-weight: bold;
        position: absolute;
        right: 20px;
        top: 10px;
        cursor: pointer;
    }
    .close:hover {
        color: #000;
    }
    .logo{
        display: flex;

```

```
        align-items: center;
    }

    /* Style untuk modal logout */
    .modal {
        display: none;
        position: fixed;
        z-index: 1;
        left: 0;
        top: 0;
        width: 100%;
        height: 100%;
        overflow: auto;
        background-color: rgba(0, 0, 0, 0.4);
    }

    .modal-content {
        background-color: white;
        margin: 15% auto;
        padding: 20px;
        border-radius: 8px;
        width: 300px;
    }

    .modal-header {
        font-size: 18px;
        font-weight: bold;
        margin-bottom: 10px;
    }

    .modal-body {
        font-size: 14px;
        margin-bottom: 20px;
    }

    .modal-footer {
        text-align: center;
    }

    .modal-btn {
        background-color: #4CAF50;
        color: white;
        padding: 10px 20px;
```

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        margin: 5px;
        border: none;
        border-radius: 5px;
        cursor: pointer;
        font-size: 14px;
    }

    .modal-btn:hover {
        background-color: #45a049;
    }

    #closeModalButton {
        background-color: #f44336;
    }

    #closeModalButton:hover {
        background-color: #e53935;
    }
</style>
</head>
<body>
<div class="header">
    <div class="logo">
        
        <h2>SISTEM SEGMENTASI LOYALITAS <br> PELANGGAN CV.
KARYA DUTA</h2>
    </div>
    <div class="">
        <div class="user-icon">
            <a href="#" id="logoutLink">🔒 </a>
        </div>
    </div>
</div>
<div class="navbar">
    <a href="index.php">DASHBOARD</a>
    <a href="input.php" id="inputLink">INPUT DATA</a>
    <a href="calc.php" id="calcLink">SEGMENTASI LOYALITAS
PELANGGAN</a>
    <a href="panduan.php" class="active">PANDUAN</a>
</div>

<div class="content">

```

<h1>Panduan Dashboard Segmentasi Pelanggan</h1>

<h2>DASHBOARD</h2>

<p>Dashboard adalah antarmuka utama yang memberikan akses kepada pengguna untuk melakukan analisis dan pengelompokan pelanggan. Terdapat beberapa segmen yang ditampilkan berdasarkan hasil perhitungan sebelumnya.</p>

<p>Pengguna dapat:</p>

Melakukan perhitungan segmen pelanggan baru: Ini berguna untuk menganalisis pelanggan yang baru bergabung dan mengevaluasi potensi mereka.

Mengedit hasil perhitungan segmentasi pelanggan lama: Pengguna dapat memperbarui data pelanggan yang sudah ada untuk memastikan analisis tetap akurat.

<h2>INPUT DATA</h2>

<p>Input Data dapat dilakukan dengan dua cara:</p>

Import dari Excel:

Pastikan tabel yang diimpor sesuai dengan format yang telah ditentukan, termasuk kolom yang diperlukan untuk perhitungan RFM (Recency, Frequency, Monetary).

Setelah data diimpor, sistem akan secara otomatis menghitung nilai RFM untuk setiap pelanggan.

Jika format tidak sesuai, proses import akan gagal, dan pengguna diminta untuk memperbaiki format tabel.

Input Manual:

Pengguna harus memasukkan data pelanggan secara manual sesuai dengan ketentuan yang telah ditetapkan.

Setelah semua kolom terisi dengan benar, tekan tombol <code>Hitung</code> untuk menghitung nilai RFM dan mengisi tabel hasil.

Pastikan tidak ada kolom yang kosong, karena hal ini dapat menyebabkan kesalahan dalam perhitungan.


```

<!-- Modal untuk konfirmasi logout -->
<div id="logoutModal" class="modal">
  <div class="modal-content">
    <div class="modal-header">Konfirmasi Logout</div>
    <div class="modal-body">
      <p>Apakah Anda yakin ingin logout?</p>
    </div>
    <div class="modal-footer">
      <button id="logoutButton" class="modal-
btn">Ya</button>
      <button id="closeModalButton" class="modal-
btn">Tidak</button>
    </div>
  </div>
</div>
<div class="note">
  <strong>Catatan:</strong> Pastikan data yang diinput valid
dan sesuai dengan format yang ditentukan untuk menghindari
kesalahan dalam analisis.
</div>

<h2>SEGMENTASI LOYALITAS PELANGGAN</h2>
<p>Segmentasi loyalitas pelanggan adalah langkah penting dalam
memahami perilaku pelanggan dan mengelompokkan mereka berdasarkan
kriteria tertentu. Proses ini membantu dalam merancang strategi
pemasaran yang lebih efektif.</p>
<ul>
  <li><strong>Normalisasi Data:</strong>
    <ul>
      <li>Pengguna harus menekan tombol
<code>Normalisasi</code> sebelum melakukan pengelompokan.
Normalisasi membantu dalam mengurangi bias dan memastikan bahwa
setiap fitur memiliki bobot yang sama dalam analisis.</li>
    </ul>
  </li>
  <li><strong>Pemilihan Pusat Centroid:</strong>
    <ul>
      <li>Pilih jumlah pusat centroid sesuai kebutuhan
analisis dengan menekan pilihan <code>Cluster</code>.</li>
      <li>Jumlah cluster yang tepat akan membantu dalam
mendapatkan hasil segmentasi yang lebih akurat.</li>
    </ul>
  </li>

```

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    <li><strong>Pemilihan ID Customer:</strong>
      <ul>
        <li>Pilih <code>idcustomer</code> secara acak dari
daftar yang tersedia. Ini akan menjadi titik awal untuk algoritma
K-Means dalam mengelompokkan pelanggan.</li>
        <li>Setelah memilih, tekan tombol <code>Hitung K-
MEANS</code> untuk memulai proses segmentasi.</li>
      </ul>
    </li>
    <li><strong>Unduh Hasil Segmentasi:</strong>
      <ul>
        <li>Setelah proses segmentasi selesai, tabel hasil
segmentasi pelanggan akan ditampilkan.</li>
        <li>Pengguna dapat mengunduh tabel tersebut dalam
format Excel untuk analisis lebih lanjut atau untuk laporan.</li>
      </ul>
    </li>
  </ul>
  <!-- Modal Structure for segment not selected -->
  <div id="segmentModal" class="modal">
    <div class="modal-content">
      <span id="closeSegmentModal" class="close">&times;</span>
      <div class="modal-header">Notifikasi</div>
      <div class="modal-body">
        <p>Anda belum memilih segment. Silakan pilih segment
terlebih dahulu atau tambahkan segment baru.</p>
      </div>
      <div class="modal-footer">
        <button id="closeSegmentModalBtn" class="modal-
btn">Tutup</button>
      </div>
    </div>
  </div>

  <div class="note">
    <strong>Catatan:</strong> Hasil segmentasi dapat digunakan
untuk merancang strategi pemasaran yang lebih terarah dan
meningkatkan loyalitas pelanggan.
  </div>
  <script>
    // Mendapatkan elemen modal dan tombol terkait
    const segmentModal = document.getElementById("segmentModal");

```

```

const          closeSegmentModal          =
document.getElementById("closeSegmentModal");
const          closeSegmentModalBtn       =
document.getElementById("closeSegmentModalBtn");
const inputLink = document.getElementById("inputLink");
const calcLink = document.getElementById("calcLink");

// Memeriksa apakah `id_segment` ada
const idSegment = <?=json_encode($_GET['id_segment'] ?? null);
?>;

// Menambahkan event listener untuk membuka modal jika segment
belum dipilih
[inputLink, calcLink].forEach((link) => {
    link.addEventListener("click", (e) => {
        if (!idSegment) {
            e.preventDefault();
            segmentModal.style.display = "block";
        }
    });
});

// Menutup modal segment
closeSegmentModal.addEventListener("click", () => {
    segmentModal.style.display = "none";
});
closeSegmentModalBtn.addEventListener("click", () => {
    segmentModal.style.display = "none";
});

// Menutup modal jika klik di luar modal
window.addEventListener("click", (event) => {
    if (event.target == segmentModal) {
        segmentModal.style.display = "none";
    }
});

// Modal Logout
const logoutModal = document.getElementById("logoutModal");
const logoutLink = document.getElementById("logoutLink");
const          closeModalButton          =
document.getElementById("closeModalButton");
const logoutButton = document.getElementById("logoutButton");

```

```
// Menampilkan modal logout
logoutLink.addEventListener("click", (e) => {
    e.preventDefault();
    logoutModal.style.display = "block";
});

// Menutup modal logout
closeModalButton.addEventListener("click", () => {
    logoutModal.style.display = "none";
});

// Logout jika tombol "Ya" diklik
logoutButton.addEventListener("click", () => {
    window.location.href = "/process/logout.php";
});

// Menutup modal logout jika klik di luar modal
window.addEventListener("click", (event) => {
    if (event.target == logoutModal) {
        logoutModal.style.display = "none";
    }
});

</script>

</body>
</html>
```

Source code Input Data

```
<?php
require './func/database.php';
require 'vendor/autoload.php';
session_start();
if (!isset($_SESSION['user_id'])) {
    header("Location: login.php");
    exit();
}
```

```

$query = "SELECT id FROM segment WHERE id = ?";
$stmt = $conn->prepare($query);

if ($stmt === false) {
    die('Prepare failed: ' . htmlspecialchars($conn->error));
}

$stmt->bind_param('i',    $_GET['id_segment']);    //    Misalkan
id_segment adalah integer
$stmt->execute();

$result = $stmt->get_result();

if ($result->num_rows > 0) {
    $row = $result->fetch_assoc();
    $id_segment = $row['id'];
} else {
    echo "<script>alert('Pilih Segment terlebih dahulu!');
window.location.href = 'index.php';</script>";
}
?>

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-
scale=1.0">
    <title>Input Data Customer</title>
    <link rel="stylesheet" href="css/style.css">
    <style>
        .header{
            background-color: #fff;
        }
        .logo{
            display: flex;
            align-items: center;
        }

        /* Styles for buttons, modals, and other elements */
        .delete-btn {
            color: white;
            background-color: red;

```

```
    text-decoration: none;
    font-weight: bold;
    padding: 5px 10px;

    border-radius: 5px;
    cursor: pointer;
    transition: background-color 0.3s;
}

.delete-btn:hover {
    background-color: darkred;
}

.modal {
    display: none;
    position: fixed;
    z-index: 1;
    left: 0;
    top: 0;
    width: 100%;
    height: 100%;
    overflow: auto;
    background-color: rgba(0, 0, 0, 0.4);
    padding-top: 60px;
}

.modal-content {
    background-color: #fff;
    margin: 5% auto;
    padding: 20px;
    border: 1px solid #888;
    width: 80%;
    max-width: 400px;
}

.modal-btn {
    padding: 10px 20px;
    cursor: pointer;
    border: none;
    border-radius: 5px;
}

.modal-btn-yes {
```

```

        background-color: red;
        color: white;
    }

    .modal-btn-no {
        background-color: green;
        color: white;
    }

    .modal-header {
        font-size: 18px;
        font-weight: bold;
        margin-bottom: 10px;
    }
    .header{
        background-color: #fff;
    }
    .logo{
        display: flex;
        align-items: center;
    }
    .modal-body {
        font-size: 16px;
        margin-bottom: 20px;
    }

    .modal-footer {
        text-align: right;
    }
</style>
</head>
<body>

<div class="container">
    <div class="header">
        <div class="logo">
            
            <h2>SISTEM SEGMENTASI LOYALITAS <br> PELANGGAN CV.
KARYA DUTA</h2>
        </div>
        <div class="">
            <div class="user-icon">

```

```

        <a href="#" id="logoutLink">🔒 </a>
    </div>
</div>
</div>

<!-- Modal untuk konfirmasi logout -->
<div id="logoutModal" class="modal">
    <div class="modal-content">
        <div class="modal-header">Konfirmasi Logout</div>
        <div class="modal-body">
            <p>Apakah Anda yakin ingin logout?</p>
        </div>
        <div class="modal-footer">
            <button id="logoutButton" class="modal-
btn">Ya</button>
            <button id="closeModalButton" class="modal-
btn">Tidak</button>
        </div>
    </div>
</div>

<div class="navbar">
    <a href="index.php">DASHBOARD</a>
    <a href="input.php?id_segment=<?=
htmlspecialchars($id_segment) ?>" class="active">INPUT DATA</a>
    <a href="calc.php?id_segment=<?=
htmlspecialchars($id_segment) ?>">SEGMENTASI LOYALITAS
PELANGGAN</a>
    <a href="panduan.php">PANDUAN</a>
</div>

<div class="content">
    <form action="/process/import-excel.php" method="post"
enctype="multipart/form-data" class="import-form">
        <fieldset>
            <legend>Import File Excel</legend>
            <div class="custom-file-input">
                <!-- Menambahkan input hidden untuk id_segment
dengan nilai dari sesi -->
                <input type="hidden" name="id_segment" value="<?=
htmlspecialchars($id_segment) ?>">
                <input type="file" name="excel_file"
id="excel_file" accept=".xlsx, .xls" required />

```

```

        <label for="excel_file" class="btn-submit">Pilih
File</label>
        <span class="file-name">Tidak ada file yang
dipilih</span>
        <input type="submit" value="Import" class="btn-
import-excel">
    </div>
</fieldset>
</form>
<br>

    <div id="myModal" class="modal">
        <div class="modal-content">
            <span class="close">&times;</span>
            <h2>Input Data Customer</h2>
            <form action="/process/input-manual.php"
method="POST" id="manualForm">
                <input type="hidden" name="id_segment"
value="<?= htmlspecialchars($id_segment) ?>">

                <div class="form-group">
                    <label for="customer_id">ID
Customer:</label>
                    <input type="text" id="customer_id"
name="customer_id" required>

                    <label for="customer_name">Nama
Customer:</label>
                    <input type="text" id="customer_name"
name="customer_name" required>

                    <label for="total_transactions">Total
Transaksi:</label>
                    <input type="number"
id="total_transactions" name="total_transactions" required>

                    <label for="nominal">Nominal:</label>
                    <input type="number" id="nominal"
name="nominal" required>

                    <label for="transaction_date">Tanggal
Transaksi:</label>

```

```

        <input type="date" id="transaction_date"
name="transaction_date" required>

        <label for="end_date">Tanggal Akhir
Transaksi:</label>

        <input type="date" id="end_date"
name="end_date" required>
    </div>

    <div style="margin-top: 15px;">
        <input type="submit" value="Simpan
Data" class="btn-submit" id="submitBtn">
    </div>
</form>
</div>
</div>
</div>

<!-- Modal for Confirm Deletion -->
<div id="deleteModal" class="modal">
    <div class="modal-content">
        <div class="modal-header">Konfirmasi
Hapus</div>

        <div class="modal-body">
            <p>Apakah Anda yakin ingin menghapus data
ini?</p>

            </div>
            <div class="modal-footer">
                <button id="deleteYes" class="modal-btn
modal-btn-yes">Ya</button>
                <button id="deleteNo" class="modal-btn
modal-btn-no">Tidak</button>
            </div>
        </div>
    </div>
</div>

<!-- Modal for Confirm Delete All -->
<div id="deleteAllModal" class="modal">
    <div class="modal-content">
        <div class="modal-header">Konfirmasi Hapus
Semua</div>

        <div class="modal-body">
            <p>Apakah Anda yakin ingin menghapus semua
data pelanggan?</p>

```

```

        </div>
        <div class="modal-footer">
            <button id="deleteAllYes" class="modal-
btn modal-btn-yes">Ya</button>
            <button id="deleteAllNo" class="modal-btn
modal-btn-no">Tidak</button>
        </div>
    </div>
</div>
<!-- Success Modal -->
<div id="successModal" class="modal">
    <div class="modal-content">
        <div class="modal-header">Berhasil!</div>
        <div class="modal-body">
            <p id="modalMessage"></p>
        </div>
        <div class="modal-footer">
            <button id="closeSuccessModal"
class="modal-btn modal-btn-no">Tutup</button>
        </div>
    </div>
</div>

<!-- Error Modal (optional) -->
<div id="errorModal" class="modal">
    <div class="modal-content">
        <div class="modal-header">Error!</div>
        <div class="modal-body">
            <p id="errorMessage"></p>
        </div>
        <div class="modal-footer">
            <button id="closeErrorModal" class="modal-
btn modal-btn-no">Tutup</button>
        </div>
    </div>
</div>
<h2>Tabel Data Customer</h2>
<div style="float: right; margin-bottom: 20px;">
    <button id="openModal" lass="calculate-button"
style="background-color: green;">Tambah</button>
    <button type="button" id="normalizeButton"
class="calculate-button">Normalisasi</button>

```

```

        <button id="deleteAllBtn" class="calculate-button"
style="background-color: red;">Hapus Semua</button>
    </div>
    <table>
        <thead>
            <tr>
                <th>ID Customer</th>
                <th>Nama</th>
                <th>Recency</th>
                <th>Frequency</th>
                <th>Monetary</th>
                <th>Aksi</th>
            </tr>
        </thead>
        <tbody>
            <?php
                $sql = "SELECT * FROM customers where
id_segment=$id_segment";
                $result = $conn->query($sql);

                if ($result->num_rows > 0) {
                    while($row = $result->fetch_assoc()) {
                        echo "<tr>
                            <td>{$row['customer_id']}</td>
                            <td>{$row['customer_name']}</td>
                            <td>".
number_format($row['recency'], 3, '.', '.') . "</td>
                            <td>".
number_format($row['frequency'], 3, '.', '.') . "</td>
                            <td>".
number_format($row['monetary'], 3, '.', '.') . "</td>
                            <td><button class='delete-btn'
data-id='{ $row['id'] }'>Hapus</button></td>
                        </tr>";
                    }
                } else {
                    echo "<tr><td colspan='6'><i>Tidak ada data
pelanggan.</i></td></tr>";
                }
            <?>
        </tbody>
    </table>

```

```

        </div>

</div>
<script>
    document.addEventListener("DOMContentLoaded", function ()
    {
        // Check if there's a success or error message from
        PHP
        <?php if (isset($_SESSION['success_message'])): ?>
            // Show the success modal with the message
            document.getElementById("modalMessage").textCont
ent = "<?php echo $_SESSION['success_message']; ?>";
            document.getElementById("successModal").style.di
splay = "block";
            // Clear the session message
            <?php unset($_SESSION['success_message']); ?>
        <?php elseif (isset($_SESSION['error_message'])): ?>
            // Show the error modal with the message
            document.getElementById("errorMessage").textCont
ent = "<?php echo $_SESSION['error_message']; ?>";
            document.getElementById("errorModal").style.disp
lay = "block";
            // Clear the session message
            <?php unset($_SESSION['error_message']); ?>
        <?php endif; ?>

        // Close the modals
        document.getElementById("closeSuccessModal").onclick
= function () {
            document.getElementById("successModal").style.di
splay = "none";
        };
        document.getElementById("closeErrorModal").onclick =
function () {
            document.getElementById("errorModal").style.disp
lay = "none";
        };
    });

    // Open the modal
    document.getElementById("openModal").onclick = function
() {

```

```

        document.getElementById("myModal").style.display =
"block";
    };

    // Close the modal
    document.getElementsByClassName("close")[0].onclick =
function () {
        document.getElementById("myModal").style.display =
"none";
    };

    // Submit the form using AJAX
    document.getElementById("manualForm").onsubmit = function
(e) {
        e.preventDefault();

        const form = new FormData(this);
        const xhr = new XMLHttpRequest();
        xhr.open("POST", "/process/input-manual.php", true);
        xhr.onload = function () {
            if (xhr.status === 200) {
                // alert("Data berhasil disimpan");
                document.getElementById("myModal").style.dis
play = "none";
                location.reload();
            } else {
                alert("Gagal menyimpan data. Coba lagi.");
            }
        };
        xhr.send(form);
    };

    // Handle Delete Customer
    document.querySelectorAll(".delete-btn").forEach(button
=> {
        button.onclick = function () {
            const ids = this.getAttribute("data-id");
            document.getElementById("deleteModal").style.dis
play = "block";

            // Confirm delete
            document.getElementById("deleteYes").onclick =
function () {

```

```

        const xhr = new XMLHttpRequest();
        xhr.open("POST", "/process/delete-
customer.php", true);
        xhr.setRequestHeader("Content-Type",
"application/x-www-form-urlencoded");
        xhr.onload = function () {
            if (xhr.status === 200) {
                document.getElementById("modalMessag
e").textContent = "Data pelanggan berhasil dihapus.";
                document.getElementById("successModa
l").style.display = "block";
                document.getElementById("deleteAllMo
dal").style.display = "none";
                setTimeout(function () {
                    location.reload(); // Refresh
halaman setelah beberapa detik
                }, 2000); // Tunggu 2 detik sebelum
reload
            } else {
                document.getElementById("errorMessag
e").textContent = "Gagal menghapus data.";
                document.getElementById("errorModal"
).style.display = "block";
                document.getElementById("deleteAllMo
dal").style.display = "none";
            }
        };
        xhr.send("id=" + ids);
    };

    document.getElementById("deleteNo").onclick =
function () {
        document.getElementById("deleteModal").style
.display = "none";
    };

});

// Handle Delete All Customers
document.getElementById("deleteAllBtn").onclick =
function () {
    document.getElementById("deleteAllModal").style.disp
lay = "block";

```

```

        // Saat pengguna memilih "Ya" untuk menghapus semua
        pelanggan
        document.getElementById("deleteAllYes").onclick =
function () {
    const xhr = new XMLHttpRequest();
    xhr.open("POST", "/process/delete-all-
customers.php", true);
    xhr.setRequestHeader("Content-Type",
"application/x-www-form-urlencoded");

    // Mengambil id_segment dan mengirimkannya ke
server
    const idSegment = <?= isset($id_segment) ?
$id_segment : 0; ?>;

    xhr.onload = function () {
        if (xhr.status === 200) {
            // Menampilkan pesan berhasil atau gagal
            document.getElementById("modalMessage").
textContent = "Semua data pelanggan berhasil dihapus.";
            document.getElementById("successModal").
style.display = "block";
            document.getElementById("deleteAllModal"
).style.display = "none";
            setTimeout(function () {
                location.reload(); // Refresh halaman
                setelah beberapa detik
            }, 2000); // Tunggu 2 detik sebelum reload
        } else {
            document.getElementById("errorMessage").
textContent = "Gagal menghapus semua data.";
            document.getElementById("errorModal").st
yle.display = "block";
            document.getElementById("deleteAllModal"
).style.display = "none";
        }
    };

    // Kirim id_segment yang sesuai ke server
    xhr.send("id_segment=" + idSegment);
};

```

```

        // Saat pengguna memilih "Tidak" untuk tidak menghapus
        document.getElementById("deleteAllNo").onclick =
function () {
        document.getElementById("deleteAllModal").style.
display = "none";
        };
    };

    // Menutup modal jika pengguna klik area di luar modal
    window.onclick = function (event) {
        // Cek modal mana yang diklik dan sembunyikan
        if (event.target ==
document.getElementById("myModal")) {
            document.getElementById("myModal").style.display
= "none";
        }
        if (event.target ==
document.getElementById("deleteModal")) {
            document.getElementById("deleteModal").style.dis
play = "none";
        }
        if (event.target ==
document.getElementById("deleteAllModal")) {
            document.getElementById("deleteAllModal").style.
display = "none";
        }
        if (event.target ==
document.getElementById("successModal")) {
            document.getElementById("successModal").style.di
splay = "none";
        }
        if (event.target ==
document.getElementById("errorModal")) {
            document.getElementById("errorModal").style.disp
lay = "none";
        }
    };

    document.getElementById("excel_file").addEventListener("
change", function () {
        // Dapatkan nama file yang dipilih
        var fileName = this.files.length > 0 ?
this.files[0].name : "Tidak ada file yang dipilih";
    });

```

```

        // Update teks di elemen .file-name dengan nama file
        document.querySelector(".file-name").textContent =
fileName;
    });

    document.getElementById('normalizeButton').addEventListener('click', function() {
        fetch('/process/normalize-data.php?id_segment=<?=' +
htmlspecialchars($id_segment) ?>')
        .then(response => response.json())
        .then(data => {
            if (data.success) {
                alert('Normalisasi berhasil!');
                location.reload();
            } else {
                alert('Terjadi kesalahan saat normalisasi:
' + data.error);
            }
        })
        .catch(error => {
            console.error('Error:', error);
            alert('Terjadi kesalahan saat menghubungi
server. ');
        });
    });

    // Modal untuk konfirmasi logout
    const      logoutModal      =
document.getElementById("logoutModal");
    const logoutLink = document.getElementById("logoutLink");
    const      closeModalButton  =
document.getElementById("closeModalButton");
    const      logoutButton      =
document.getElementById("logoutButton");

    // Menampilkan modal konfirmasi logout
    logoutLink.onclick = function(e) {
        e.preventDefault();
        logoutModal.style.display = "block";
    };

    // Menutup modal jika tombol "Tidak" diklik

```

```

        closeModalButton.onclick = function() {
            logoutModal.style.display = "none";
        };

        // Logout jika tombol "Ya" diklik
        logoutButton.onclick = function() {
            window.location.href = '/process/logout.php';
        };

        // Menutup modal logout jika klik di luar modal
        window.onclick = function(event) {
            if (event.target == logoutModal) {
                logoutModal.style.display = "none";
            }
        };
    </script>
</body>
</html>

```

Source code Segmentasi Loyalitas Pelanggan

```

<?php
require './func/database.php';
session_start();

if (!isset($_SESSION['user_id'])) {
    header("Location: login.php");
    exit();
}

$query = "SELECT id FROM segment WHERE id = ?";
$stmt = $conn->prepare($query);

if ($stmt === false) {
    die('Prepare failed: ' . htmlspecialchars($conn->error));
}

$stmt->bind_param('i', $_GET['id_segment']); // Misalkan
id_segment adalah integer
$stmt->execute();

```

```

$result = $stmt->get_result();

if ($result->num_rows > 0) {
    $row = $result->fetch_assoc();
    $id_segment = $row['id'];
} else {
    echo "<script>alert('Pilih Segment terlebih dahulu!');
window.location.href = 'index.php';</script>";
}

?>
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-
scale=1.0">
    <title>Sistem Segmentasi Loyalitas Pelanggan</title>
    <link rel="stylesheet" href="css/style.css">
    <style>
        .header{
            background-color: #fff;
        }
        .logo{
            display: flex;
            align-items: center;
        }

    </style>
</head>
<body>
<div class="header">
    <div class="logo">
        
        <h2>SISTEM SEGMENTASI LOYALITAS <br> PELANGGAN CV.
KARYA DUTA</h2>
    </div>
    <div class="">
        <div class="user-icon">
            <a href="#" id="logoutLink">🔒 </a>
        </div>
    </div>

```

```

</div>

<div class="navbar">
    <a href="index.php">DASHBOARD</a>
        <a href="input.php?id_segment=<?=
htmlspecialchars($id_segment) ?>">INPUT DATA</a>
        <a href="calc.php?id_segment=<?=
htmlspecialchars($id_segment) ?>" class="active">SEGMENTASI
LOYALITAS PELANGGAN</a>
    <a href="panduan.php">PANDUAN</a>
</div>

<div class="content">
    <div style="text-align: center;">
        <h3>Pilih Cluster</h3>
        <div class="cluster-buttons">
            <button onclick="showCentroids(3)">Cluster
3</button>
            <button onclick="showCentroids(4)">Cluster
4</button>
            <button onclick="showCentroids(5)">Cluster
5</button>
        </div>
    </div>
    <form method="POST" action="/process/hitung-kmeans.php">
        <input type="hidden" name="id_segment" value="<?=
$id_segment ?>">
        <input type="hidden" name="jumlah_cluster"
id="jumlah_cluster" value="3"> <!-- Input tersembunyi untuk
jumlah cluster -->
        <h3>Centroid</h3>
        <div class="form-group">
            <?php
            // Mengambil data customers berdasarkan id_segment
            $sql = "SELECT id, customer_id FROM customers
WHERE id_segment = ?";
            $stmt = $conn->prepare($sql);
            $stmt->bind_param('i', $id_segment);
            $stmt->execute();
            $result = $stmt->get_result();

            if ($result === false) {

```

```

        echo "<p>Terjadi kesalahan saat mengambil
data pelanggan.</p>";
    } else {
        $customers = [];
        while ($row = $result->fetch_assoc()) {
            $customers[] = $row;
        }

        for ($i = 1; $i <= 5; $i++) {
            echo "<div class='centroid' style='display:
none;'>
                <label for='centroid{$i}'>Cluster
{$i}</label>
                <select name='centroid{$i}'
id='centroid{$i}'>";
                if (count($customers) > 0) {
                    foreach ($customers as $customer) {
                        echo "<option
value='{ $customer['id']}'>{$customer['customer_id']}</option>";
                    }
                } else {
                    echo "<option value=''>Tidak ada data
pelanggan</option>";
                }
                echo "</select>
                </div>";
            }

        }
    }?>
</div>
<div style="text-align: right;">
    <button type="button" id="downloadExcelButton"
class="calculate-button">Download Excel</button>
    <button type="submit" class="calculate-
button">Hitung K-Means</button>
</div>
</form>
<table>
    <thead>
        <tr>
            <th>Id_customer</th>
            <th>Recency</th>

```

```

        <th>Frequency</th>
        <th>Monetary</th>
        <th>C1</th>
        <th>C2</th>
        <th>C3</th>
        <th>C4</th>
        <th>C5</th>
    </tr>
</thead>
<tbody>
<?php
        $sql = "SELECT customers.customer_id,
hasil_clustering.* FROM hasil_clustering JOIN customers ON
hasil_clustering.Id_customer = customers.id WHERE
hasil_clustering.id_segment = $id_segment";
        $result = $conn->query($sql);

        if ($result->num_rows > 0) {
            while($row = $result->fetch_assoc()) {
                $c1 = $row['C1'] == 1 ? '√' : '';
                $c2 = $row['C2'] == 1 ? '√' : '';
                $c3 = $row['C3'] == 1 ? '√' : '';
                $c4 = $row['C4'] == 1 ? '√' : '';
                $c5 = $row['C5'] == 1 ? '√' : '';
                echo "<tr>
                        <td>{$row['customer_id']}</td>
                        <td>".
number_format($row['Recency'], 3, '.', '.')."</td>
                        <td>".
number_format($row['Frequency'], 3, '.', '.')."</td>
                        <td>".
number_format($row['Monetary'], 3, '.', '.')."</td>
                        <td>{$c1}</td>
                        <td>{$c2}</td>
                        <td>{$c3}</td>
                        <td>{$c4}</td>
                        <td>{$c5}</td>
                    </tr>";
            }
        } else {
            echo "<tr><td colspan='9'>Tidak ada data
pelanggan.</td></tr>";
        }
    }

```

```

        ?>
    </tbody>
</table>
</div>
<script>
    function showCentroids(jumlahCluster) {
        const centroidDivs =
document.querySelectorAll('.centroid');
        const jumlahClusterInput =
document.getElementById('jumlah_cluster');

        // Sembunyikan semua div centroid
        centroidDivs.forEach((div, index) => {
            if (index < jumlahCluster) {
                div.style.display = 'block'; // Tampilkan
                jika index < jumlahCluster
            } else {
                div.style.display = 'none'; // Sembunyikan
                jika index >= jumlahCluster
            }
        });

        // Set nilai input tersembunyi dengan jumlah cluster
        yang dipilih
        jumlahClusterInput.value = jumlahCluster;
    }
    document.getElementById('downloadExcelButton').addEventListener('click', function() {
        window.location.href = '/process/download-
excel.php?id_segment=<?= $id_segment ?>'; // Arahkan ke file
        download
    });
</script>

</body>
</html>

```