A parallelogram is a quadrilateral with opposite sides parallel. A rhombus is a parallelogram with all four sides having equal length.

$ABCD$ is a rhombus. $H$ is on $BC$, between $B$ and $C$, and $K$ is on $CD$, between $C$ and $D$, such that $AB = AH = HK = KA$.

Determine the measure of $\angle BAD$. 