**Abstract**

In today’s highly competitive healthcare environment, hospitals increasingly realize the need to focus on service quality as a means to improve their competitive position. Consumers’ awareness and perception of health care service quality therefore play an important role when choosing a hospital. This study is to identify the consumer awareness, perception and the problems faced by the respondents in hospitals. The data has been collected from 50 consumers in Coimbatore by applying random sampling technique. Statistical tools such as percentage analysis and weighted score analysis have been used to analyze the data. Finding of the study reveals that there is no significant relationship between age, gender, educational level, occupation, family type, marital status and level of satisfaction of Hospitals. The main contribution of this study is that, it proposes a way to assess quality services in the hospitals.